

Lisa Plachy

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statement I spent a decade in advertising meeting deadlines, chasing answers, managing feedback and writing across mediums. Now I'm using those skills as a journalist to tell stories about artists, communities and culture carriers.

education **UC Berkeley Graduate School of Journalism, Narrative Writing Concentration**
Aug. 2023 – Expected Graduation May 2025

DePaul University + Honors Program
B.A. Public Relations and Advertising, Creative Writing Minor

journalism **Oakland North**
General Assignment Reporter | Aug. 2023 – Present

Research, interview, write and photograph stories on deadline about [events](#), [arts](#), and community and local [issues](#) for UC Berkeley's online publication.

Worked with peers, Oaklandside newsroom and Oakland Lowdown, a community studio for news and art, to gather feedback from Oakland residents for a live community engagement project and ongoing [article series](#).

GRØSS Magazine Vol. 4
Contributing Author | Nov. 2021

Researched and wrote a thematic introduction, full-page musician profile and 23 individual artist biographies for this independent art print publication.

other experience **Freelance Writing**
Writer and Consultant | Oct. 2018 – Present

Manage projects and write biographies, websites, guidelines, blog articles, campaigns, product copy and more for startups, artists and brands of all sizes.

Slack
Copywriter → Senior Copywriter | Dec. 2019 – Aug. 2023

Created extensive documentation, brought events to life through storytelling and wrote compelling web, email and social copy that got clicks.

Spoke at SXSW in March 2023 and Config design conference in June 2023.

VSA Partners Chicago
Copywriter → Associate Creative Director | March 2016 – Aug. 2018

Came up with ideas and words fast to pitch and win business, embedded myself with clients, and co-founded Lady Power, an internal initiative to support, celebrate and empower women employees through local events.

FCB Chicago
Associate Copywriter → Copywriter | Dec. 2013 – March 2016

Contributed television, radio, print and web campaigns and interviewed people across the country for a series of promotional videos.

memberships + affiliations Online News Association, Society of Professional Journalists, and UC Berkeley's Women in Media affinity group