

Leyla D. Farah

1550 North Stanley Ave
Los Angeles, CA 90046

213.245.1493
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Professional Profile

- A communications professional with deep technical expertise, broad creative experience, and solid analytical skills.
- A net native, with an instinctive understanding of social media, mobile apps, and the rapidly changing landscape of online communication, engagement and productivity tools.
- A team player with the ability to thrive in a collaborative environment, and the professional poise to function effectively as a member of a diverse senior management team.
- A hands-on leader with a talent for innovative problem solving, and the ability to function both strategically and tactically with technical, operational and creative talent.
- An eloquent public speaker, with exceptional communication, presentation and interpersonal skills.
- Able to work effectively with a wide range of personalities, leadership styles and creative dispositions.

Relevant Experience

Demand Media | www.demandmedia.com

Demand Media, Inc. (NYSE: DMD) is a media and technology company with a portfolio of brands that includes eHow, LIVESTRONG.COM, Cracked and typeF.

Consultant, Corporate Communications — February 2011 to Present

- Design a comprehensive executive communications program for a 13-member executive team – including targeted speaking engagements, by-lined articles, blog posts, CSR efforts, social media engagement and internal corporate presentations
- Recruit and manage a team of writers, videographers, designers and social media managers to generate content for use by executive team members
- Maintain and distribute a corporate-level production schedule, track success metrics and produce a regular progress report for key stakeholders

Oversee.net | www.oversee.net

Oversee.net® specializes in reselling paid search traffic to online advertisers across a variety of properties, including LowFares.com, HotelHostess.com and AboutAirportParking.com.

Consultant, Social Media Specialist — October 2010 to February 2011

- Establish, monitor, maintain and execute social media strategy and presence for all consumer-facing Oversee.net properties
- Actively engage with, and respond to, industry news, thought-leader chatter and consumer inquiries via Facebook and Twitter
- Grow user base on both Facebook and Twitter using a combination of paid advertising, strategic interactions with thought leaders, and consumer press outreach
- Deliver daily and weekly progress reports using both internal and online tools
- Draft and edit content for publication across multiple social media outlets

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Cause+Effect Public Relations | www.cause-pr.com

A public relations firm specializing in placing client stories in lesbian, gay, bisexual and transgender (LGBT), alternative and new media outlets.

Owner and Founding Partner — 2007 to Present

- Develop and maintain relationships with key editors, reporters and producers in LGBT, alternative, new media and mainstream media outlets
- Design and execute strategic communications strategies for clients – including the effective use of social media, new media and traditional PR to maximize coverage
- Design and implement social media marketing strategies, including Facebook, Twitter, YouTube, SMS and other new media platforms
- Draft, write, edit, and proofread client press releases, media alerts, and other written communications to reporters, editors, producers, analysts and bloggers

Stone Yamashita Partners | www.sypartners.com

A cutting-edge consulting firm specializing in communications strategy, innovation methodology, change management and executive coaching. While with the firm, my client list included Target, eBay, GE, J&J, NBC Universal, and Coca-Cola, among others.

Account Director — 2004 to 2007

- Built collaborative relationships with Fortune 100 clients and championed their key strategic objectives across multiple work-streams and among diverse project teams
- Directly responsible for financial management of client projects — including P&L forecasting, budgeting, tracking, invoicing and reconciliation
- Directed video production of both live action and animated segments — including art direction, crew management, talent coordination and post-production oversight
- Regularly supervised production of events for audiences up to 3,000 — including client communications, materials production and logistics, staffing, technical setup and direction, show flow management, and talent coordination

PlanetOut Inc. | www.planetoutinc.com

PlanetOut Inc. was a global media and entertainment company serving the LGBT community. It is now owned by Here!Media

VP, Programming & Production — 2002 to 2004

- Oversaw internal departments responsible for daily production of all online programming — including editorial content team, web production staff, advertising operations and user experience design for all online media properties

Director, Product Development Management — 2001 to 2002

- Created product roadmap and managed internal prioritization and production to optimize delivery of high priority products

Product Development Manager — 2000 to 2001

- Led development of subscription-based and consumer retail products services on PlanetOut.com and Gay.com

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Public Speaking

LA PRIDE Parade — Televised Broadcast Co-Host [2011]

Author — “Black, Gifted & Gay” [Published 2011, book tour and related appearances]

Spokesperson — dot429 [2010: <http://bit.ly/IO1mw0>]

Speaker — “Guerrilla PR” [ongoing]

Education

Boalt Hall School of Law

University of California, Berkeley — J.D., 1998

- Subject Matter Concentrations: Intellectual Property Law, Environmental Law
- Senior Thesis:
The Solomon Dilemma: Lesbian Ovum Donation and Legal Maternity

Robert D. Clark Honors College

University of Oregon — B.A., 1994

- *magna cum laude* – Psychology; *Phi Beta Kappa*; National Merit Scholar
- Honors Thesis:
The Mainstreaming of Gay America: Advertising as a Mechanism of Social Change

Spelman College

Atlanta, Georgia — Spring 1993

- National Exchange Student Program participant from the University of Oregon to Spelman College, an historically black liberal arts college for women in Atlanta, Georgia.

Community Work & Affiliations

National Association of Black Journalists (NABJ) - Current member

National Lesbian and Gay Journalists Association (NLGJA) - Current member

Project OpenHouse — Advisory Board member [2008 – 2009]

Human Rights Campaign (HRC)

- Board of Governors Executive Committee — Western Region Co-Chair [2006 – 2008]
- Board of Governors — National Nominations Committee [2005 – 2008]
- SF Bay Area Gala Dinner — Dinner Co-Chair & Diversity Outreach Chair [2004 – 2008]
- SF Bay Area Steering Committee — Committee member & PR lead [2004 – 2008]

AIDS Project of the East Bay (APEB) — Advisory Board member [2001 – 2003]

Bay Area Lawyers for Individual Freedom (BALIF) — Board member [1997 – 1998]

Boalt Hall Lesbian, Gay, Bisexual & Transgender Caucus — member [1994 – 1998]

Afrakete – Spelman College’s Lesbian Student Association — Founding Member [1993]