

Imelda Padilla

Skills: fluent in Spanish language, online course design on Canva, strategic planning, target audience community outreach and engagement, stakeholder leadership development and capacity building, strong communications skills, culturally competent communication content creation (verbal and written), work-plan development and implementation, office administration, team capacity building, staff-management, event planning, curriculum development, case, project, budget management

Strengthsfinder Report by Gallup

Achiever, Input, Disciple, Maximizer, Responsibility.

Higher Education

- 2019-2015: University of Cal State Northridge, M. of Public Administration
- 2009-2005: University of California Berkeley, BA. Political Science minor of Philosophy & Chicano Studies

Additional Education

- 2021: Project Match Internship program- Los Angeles Community College District
- 2020-2014: UCLA Extension- general interest
- 2014: UCLA Community Scholars Program, Luskin School of Public Affairs & UCLA Labor Center
- 2014-2001: Los Angeles Valley College- general education and interest
- 2013-2003: Los Angeles Mission College- general education and interest
- 2005-2001: Polytechnic High School- Math, Science & Technology Magnet

Employment History

2022-2021: Government & Community Engagement Manager, [Heritage Sierra Medical Group](#)

- Created an organization strategic plan that incorporated merging 4 departments to one to increase efficiency. (Engagement, Marketing, Network, Retention)
- Represent the company at various government-based events to stay in touch with local and state leaders and the policies that affect our line of business.
- Foster relationships with county, state and federal leaders and agencies to partner together on events for the community and to be able to elevate our policy agenda to leaders in a dynamic way.
- Created and facilitated the creation of a community engagement model that got physicians providing services and their expertise at community-based events located at public parks and business associations meetings.
- Administered the creation of a partnership between our medical group and senior center that allowed our physicians to provide ongoing services at their location.
- Worked with business leaders whose employees are members to the medical group.
- Work with health insurance carriers to address patient grievances.
- Working with pain management doctors to develop a program that supports connecting high-risk patients to social-community support groups and resources.

2021-2017: **Community Engagement & Outreach Director**, consultant. [County of Los Angeles- Chief Executive Office Women and Girls Initiative](#)

- Extensive community outreach that is culturally & linguistically competent.
- Worked with community groups with established best practices in community engagement to accomplish outreach goals.
- Conceive & develop organizational strategic plan for all outreach goals. Partners included: inter-governmental agencies, contractors, employees, religious groups, individual community members & various stakeholders.
- Connected over twenty commissioners & related commissions from over 88 cities, whose work overlapped with the strategic framework of the Women & Girls Initiative to network, plan & find ways in how goals, outreach & research efforts can be enhanced by leveraging collective expertise.

- Oversee & preside over community engagement spaces needed to accomplish Women & Girls Initiative needs like hosting focus groups, events, & public stakeholder meeting.
- Develop & oversee digital media campaigns, created a list-serve of over 5,000 recipients over a 3-year timeline, content creation on three social media platforms: social-media toolkit, meme creation and popular education messages, hashtag development & collaborate with LA County Communications on website development.
- Supported Executive Director & administrative team by drafting quarterly & annual reports related to policy recommendations.
- Managed & facilitated implementing deliverables for special-project: 19th Amendment, Women's Suffrage, best use of County resources through cross-collaboration between departments.
- Contributed and mentioned on policy recommendation reports such as:
 - Jail Visitation Innovation- Visitation & Family Support at Century Regional Detention Facility to Promote Public Safety- January 31, 2020. By Ricca Prasad, MPH. JD. Women Gender Responsive Jail Project Harriet Buhai Center for Family Law
 - Seeking Reproductive Justice in LA County: Sexual and Reproductive Health Access in LGBTQ+ Communities- February 2020. By Stina Rosenquist- Los Angeles Coalition for Reproductive Health & Supervisorial District three
 - Redefining Policing with Our Communities: A Collaborative Report from the Testimony of Los Angeles County Residents and Stakeholders. – Spring 2020- By the Los Angeles County Commission on Human Relations.

2016-2015: Senior Community & Organizer, [*Los Angeles Alliance for a New Economy.*](#)

- General duties included: coalition building, community organizing, government relations, strategic planning, mapping, & workplan development with realistic, implementable, measurable goals tied to outcomes, as well as timeline & deadlines.
- Worked & participated in the creation of a coalition with over thirty labor leaders, two hundred community organizations, faith-based organizations, academics, neighborhood councils to support and advocate for a City and County of Los Angeles ordinance to raise the minimum wage.

- Created & implemented workplans that incorporated: purpose, outcomes, procedures, stakeholder engagement & community leadership development of active campaign members & supporters.
- Coalition building & consensus-building with advocates around creating wage-theft policies at City of Los Angeles at the Bureau of Contract Administration and County level for the Department of Consumer & Business Affairs.
- In four months was able to get five Los Angeles City Neighborhood Council to file Community Impact Statements in support of the policy.
- Ability to motivate & facilitate productive relationship with stakeholders who generally oppose wage increases such as chambers of commerce & small business owners.
- Worked with communications team to create communication materials that is community relatable.
- Created mapping list of community organizations & tedious record keeping for policy campaigns.
- Managed & oversaw two research-based academic interns.
- Hosted over 10 events with over 150 individuals in attendance.

2014-2013: Field Deputy, [City of Los Angeles](#)

- Managed caseworker developed administrative practices to help field & management team be effective to stakeholder concerns; case-work track sheets, call, and communication logs per project & related administrative needs.
- Collaborated with city departments, community-based orgs & neighborhood councils to host over ten events; resources fairs, community clean-ups & the re-opening of the Panorama City public library after water-damages were fixed.
- Together with the Department of Cultural Affairs, Recreation & Parks, LA Police Department & community-based organizations (New Directions for Youth, Casa Esperanza, Communities in Schools, Victory Outreach) hosted: Art, skate, theater, poetry, resources & food event with over two hundred community members in attendance.
- Represented the office in complex capacities related too: land-use & planning, business-improvement-districts, and identifying spaces for long term public investment.
- Created data-base & recruited members to form the office-team vision: a coalition of local government agencies who work with managers & property owners of multi-family dwellings to improve quality of life issues.

- Worked with both field & policy team to develop priority projects based on funding, street furniture, park improvements, library improvement, street maintenance.
- Identified over 5 apartment complexes that needed support from multiple departments to address: violations in housing code, fire preparation, sanitation, infrastructure problems, trash.
- Worked with City IT department to improve software used by case managers to track constituent cases.

2013-2009: Lead Organizer & Youth Program Coordinator- [Pacoima Beautiful](#)

- Managed between 2-8 staff depending on season.
- Fundraised to various institutions; philanthropy, government, & business owners for both direct funding &/or in kind.
- Successfully helped the City of Los Angeles develop outcomes measurements for student programming of Family Resource Centers; increase attendance, improvement in academic or behavior grade, reduction in truancy, increase attendance to after school programming, certificate of improvement from schools, teachers or other organization & increase in parent involvement.
- Strategic planning, grant writing and reporting, workplan development for programs & case-management of 100+ participants.
- Increased adult membership from 25 to over 40 by intentionally recruiting target audiences.
- Ability to mobilize over 30 community members to attend public hearings, make calls & write letters to elected leaders & governmental agencies on issues related to: land-use, waste-hauling, liquor licenses, airport expansion, & transportation equity.
- Developed curriculum: environmental justice, social-justice, life-skills, college preparation, financial-literacy, community-organizing & leadership development, Healthy eating/Active living, Computer Introductory use for seniors & natural cleaning practices to reduce asthma triggers.
- Worked with academics to host community focus-groups: asthma triggers, sugary-drinks & its link to obesity, prostate-cancer, impact of criminal justice on mothers & street vending policy.

2009: Labor Organizer- [Service Employment International Union \(SEIU\)](#) – Houston Texas

- Participated in summer internship where over 100 students were chosen from all over the country to attend and be trained on labor organizing.
- Worked on Justice for Janitors Campaign in Houston Texas (Blitzing, House Calls, Protest, Organizing, Workplan Development)
- Worked with Interfaith Workers Justice Center and America Para Todos to organize Day Labors from multiple sites around the City of Houston.
- Put together Foro De Jornaleros – Community Forum for Day Labors, over 100 Day Labors attended: day labors were able to get a photo-id identifying them as members of the National Day Labor Organizing Network.

Community Service

- 2022-2017: [Los Angeles Valley College Foundation Board](#), President
- 2022: [Climate Emergency Mobilization Commission](#), Commissioner
- 2022-2010: [Adelante Hombre Latino Youth Summit](#), Co-Founder & Lead Organizer
- 2022-2019: [Latino American Civic Association](#), Board Member
- 2020-2014: [Center for Southern California Studies Community Advisory Board, CSUN](#), Member
- 2017-2016: Ran for office: Imelda Padilla for Los Angeles Unified School District 6; 15,000+ votes collected
- 2017-2015: [County of Los Angeles Women's Commission](#), Commissioner
- 2014-2010: [Sun Valley Urban Watershed Project](#), Community member
- 2013-2009: [Sun Valley Area Neighborhood Council, City of LA.](#) – Member
- 2012: [Southeast Valley Skate Park Local Volunteer Neighborhood Oversight Committee](#)- member

Awards

- 2016: **Outstanding Volunteer of the Year**, Democratic Party of the San Fernando Valley
- 2016: **Democrat of the year**, Los Angeles County Democratic Party
- 2013: **Mujer Xingona of the San Fernando Valley**, Second Chance Scholarship Executive Committee
- 2012: **Public Service Award**, Friends of the Nature Parkway
- 2010: **Democrat of the year**, Los Angeles County Democratic Party
- 2010: **Youth Motivator Award**, Tree People