



PRERNA LAL

(prayer-na lal)

-adjectives-

1. proactive, go-getter, new media professional with bundles of energy
2. an inspiring individual with a zest for knowledge
3. possesses quick-wits and razor-sharp humor

(510) 735-1573

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Twit: @desidyke

experience(s)

(October 2009 - __) Immigration Blogger - Change.org

Blogging and comment moderating the Immigrant Rights blog
Victories: Stopped deportation to several immigrant youth compelled USATODAY to drop term "illegal student"

(Nov 2007 - __) Co-Founder and Online Coordinator - DreamACTivist

Co-founded the organization with youth from diverse backgrounds to build a multi-ethnic, pro-LGBT alliance for immigration reform
Systems administration, web content design and management.
Data building and management - Devised a new media strategy to build email lists and supporters across several platforms, including mobile.
Addressed inquiries from and pitching to press, ethnic media, and bloggers
Worked with mainstream and Latino blogosphere on successful actions to stop the deportation of immigrant youth and advance immigration reform
Famous actions: National DREAM Graduation in 16 states, 108 Back to School events in 26 states.

(September 2009 – October 2009) New Media Director, Travel for Change – No on 1 Maine ME Campaign

Devised a new media campaign to encourage volunteers to travel to Maine for No on 1 marriage equality and getting sponsors for these volunteers.
Web content design and management for Travel for Change.

(June 2009 - December 2009) Graduate Advisor, Students for Fair Consideration

Web content design and management.
Trained immigrant youth in Bay Area in new media organizing tactics, leading to the creation of individual blogs such as <http://joinju.com>
Mentored immigrant youth in throughout the year
Help with legal case consultations

(Spring 2008) Law for the People, National Lawyer's Guild

Researched and wrote the Transgender Know Your Rights program.
Worked on the Prison Law project, answering SOS letters from prisoners.
General communications work: Answered 911 calls, made attorney referrals and arranged arraignments for protestors.

credentials

MASTER OF ARTS
INTERNATIONAL
RELATIONS

BACHELOR OF ARTS
POLITICAL SCIENCE
(PRE-LAW)

ASSOCIATE OF ARTS
ETHNIC STUDIES

skills

Bilingual
English/Hindi

Graphic Designing
Adobe Photoshop

Web-programming
HTML / CSS / MySql

New Media
Democracy in Action,
Blue State Digital,
Convio, and platforms
such as Wordpress,
social networking and
mobile action.

LLC Management

references

Available on request