



# Khalida Sarwari

COMMUNICATIONS SPECIALIST  
POLICY ANALYST

## Contact

510-828-6503

[khalidazsarwari@gmail.com](mailto:khalidazsarwari@gmail.com)

## Links

[Professional Website](#)

[Muck Rack Profile](#)

## Skills

Strategic Communication

Storytelling

Copywriting

Media Relations

Policy Analysis

Community Outreach

Social Media

AP Style

Photography

Content Management Systems

Project Management

Teaching

Event Planning

Research

Interviewing

Leadership

## Languages

Farsi

## About

Award-winning digital and print journalist with 14 years of newsroom experience in San Francisco, Silicon Valley, and Boston turned communications professional providing effective content creation and expertise in media relations, public policy, and community engagement.

## Experience

### Press and Policy Aide, Office of Santa Clara County Supervisor Joe Simitian, San Jose, CA

AUGUST 2021 – PRESENT

- Develop and implement media strategy, including drafting opinion pieces, press releases, speeches, and talking points; field and respond to press inquiries, and prepare the Supervisor for media interviews
- Plan and promote in-person and virtual public events, such as sidewalk office hours, telephone town halls, public meetings, and roundtable discussions
- Develop original content and coordinate outgoing communications across multiple platforms, including the Supervisor's newsletter, website, and social media accounts
- Provide policy analysis and recommendations on issues affecting child and youth welfare and education, including evaluating budgetary, legislative, and community impacts
- Write advisory memoranda and prepare the Supervisor for meetings of the Board of Supervisors and the Library District Joint Powers Authority Board
- Develop positive working relationships with members of the press, county staff, community members, and other stakeholders, and serve as liaison to the faith community
- Collaborate with other members of the press and policy team to advance the Supervisor's objectives
- Provide constituent services, handle casework, and conduct community outreach

### Staff Writer, Northeastern University, Boston, MA

DECEMBER 2018 – JANUARY 2021

- Researched and wrote for publication three medium-length and long-form stories per week on deadline, including profiles, announcements, news, and features to promote Northeastern's research, academic programs, priorities, and faculty and student achievements to internal and external audiences
- Interviewed experts in the fields of engineering, health, science, technology, and politics to produce stories on scientific discoveries and research findings, as well as enterprising trend pieces
- Edited content from freelancers and peers and assisted with the development of stories
- Collaborated with data visualization team, illustrators, photographers, and filmmakers to conceptualize the visual and digital presentation of stories
- Worked with team of editors, writers, photographers, and designers to develop daily newsletter distributed to 45,000+ subscribers

## **Staff Writer, The Mercury News, San Jose, CA**

FEBRUARY 2012 – NOVEMBER 2018

- Led coverage of multiple Silicon Valley communities for Northern California's largest metropolitan daily newspaper, where I reported on housing, development, technology, transportation, business, and social issues
- Managed multiple assignments on deadline that generated an average of 10,000 views and an average reader engagement time of two minutes
- Conducted in-person and phone interviews with sources in a variety of fields to gather multiple perspectives on issues
- Collaborated with editors, photographers, and other reporters to find and research a diverse selection of stories
- Built a broad list of sources comprised of government officials, business owners, law enforcement officials, students, nonprofit leaders, activists, experts, and opinion leaders
- Leveraged social media platforms to find sources and post content to boost audience engagement

## **News Reporter, Bay City News Service, San Francisco, CA**

SEPTEMBER 2007 – FEBRUARY 2012

- Produced four to six news pieces daily about local government, crime, criminal court cases, elections, and breaking news in all nine Bay Area counties for a news wire utilized by more than 100 news agencies
- Promoted to bureau reporter in the South Bay Area, providing ongoing coverage of high-profile issues, such as the 49ers stadium project, Lehigh Cement Plant shooting, state legalization of medical marijuana, and public pension reforms
- Interviewed influential officials, prosecutors, defense attorneys, police and fire investigators, community activists, PR officials, business owners, and residents from diverse backgrounds and those with English as a second language
- Covered local reaction to national and international events
- Built relationships with key figures in city, county, and state government

## **Awards**

- 2018 John Swett Award for Media Excellence from the California Teachers Association
- 2018 Business News Coverage Award from the California News Publishers Association
- 2012 Commendation from CA Assemblyman Evan Low (as Mayor of Campbell)

## **Courses**

### **Civic Leadership Program, De Anza College**

JANUARY 2022 – MARCH 2022

## **Education**

### **B.A. in Communication, Saint Mary's College of California, Moraga**

AUGUST 2003 – MAY 2007

Minor in History

## **Publications**

My articles have appeared in *Glossy* magazine, *Poets & Quants*, and on the UC Law San Francisco website. Additionally, my work has been featured and/or cited in the following texts:

*The Rage of Replacement: Far Right Politics and Demographic Fear* (Michael Feola, 2024)

*Debates in the Digital Humanities 2023* (Matthew K. Gold, Lauren F. Klein, 2023)

*Sexual Revolution: Modern Fascism and the Feminist Fightback* (Laurie Penny, 2022)

*Antitrust: Taking on Monopoly Power from the Gilded Age to the Digital Age* (Amy Klobuchar, 2021)

*Webvolution: Come la Rete ci ha cambiato (e perché ci cambierà ancora)* (Fiorenzo Pilla, 2020)

*The Closet and the Cul-de-Sac: The Politics of Sexual Privacy in Northern California* (Clayton Howard, 2019)

*Environmental Fiscal Challenges for Cities and Transport* (Hope Ashiabor, Janet E. Milne, Marta Villar Ezcurra, Mikael Skou Andersen, 2019)

*No Visible Bruises: What We Don't Know About Domestic Violence Can Kill Us* (Rachel Louise Snyder, 2019)

*Library Marketing Basics* (Mark Aaron Polger, 2019)

*Legal Marijuana: Perspectives on Public Benefits, Risks and Policy Approaches* (Joaquin Jay Gonzalez and Mickey McGee, McFarland Academic, 2018)

## **Associations**

Asian Pacific American Leadership Institute

Online News Association

## **References**

References available upon request