

Laura Licata

1000 San Marcos St, Apt 231, Austin, TX, 78702

913-221-5463 - laura.ann.licata@gmail.com

PROFESSIONAL SUMMARY

Dynamic communications professional with 10+ years of experience translating complex topics into clear, compelling messages across sectors including technology, nonprofit, public safety, and hospitality. Known for crafting strategic narratives, guiding executive messaging, and elevating underrepresented voices through thoughtful storytelling. Brings hands-on experience engaging diverse audiences—from policymakers to community stakeholders and patrons—through roles in legislative offices, nonprofit organizations, and the hospitality industry. Adept at managing communications under pressure, training spokespeople, and building trust through authentic, audience-focused outreach.

United States Army

January 2026 – Present

Senior Engagement & Communications Planner

- Let strategic communications planning and execution for senior leader engagements
- Coordinated cross-functional teams to deliver unified messaging aligned with Army modernization and train priorities.
- Developed high-level communication products including, talking points, briefing materials executive summaries, and post-engagement reports to support leadership decision-making and stakeholder engagement.

Licata Communications, *Washington, D.C. & Austin, TX*

November 2018-Present

Public Affairs Director

- Increases brand awareness of bars and non-profit organizations creating organic publicity by throwing a fundraising party centered around local events ranging from a sporting event to a live concert
- Secured free publicity via the Washington Capitals live broadcast, New York Post, ESPN's Around the Horn, NBC Sports Washington, the Washington Post and more
- Planned an unaffiliated pre-party for the Unwell Tour and created a raffle that had \$4K worth of donations with proceeds benefiting Austin Humane Society, while also managing logistics with the venue

Austin humane Society, *Austin, TX*

July 2024 – Present

Blue Badge Dog Socializer Volunteer

- Created an Instagram account cross promoting adoptable shelter dogs and local breweries from scratch that gets 65K views monthly
- Planned multiple events raising \$3K+ in cash donations

Combined Law Enforcement Association of Texas (CLEAT), *Austin, TX*

February 2024-July 2025

Legislative Analyst

- Elevated the priorities of law enforcement officers to enhance on-the-job and off-the-job benefits for members
- Wrote memorandums of support and opposition for multiple topics including deadly conduct, civil service and medical grants for retired K9 officers, then circulated this information with the appropriate legislative offices through educational materials and in-person meetings with witnesses
- Secured witnesses and potential spokespeople with appealing stories, authenticity, and public speaking skills
- Reviewed all bills and budgets filed on local, senate, and federal levels and review all tracked bills on a daily level to analyze any movement

Department of Defense, *Arlington, VA*

April 2019-October 2023

Legislative Analyst, Undersecretary of Research & Engineering and CDAO

- Trained witnesses and spokespeople from scientific and academic backgrounds in public speaking and congressional procedures to support the quality of testimonies provided
- Translated technical jargon and concepts around AI, ML, bio-chem, and other emerging tech subjects into layman's terms for congressional testimonies and other written deliverables,
- Led the creation of the first Congressional Engagement Strategy for both offices and set up processes for requests for information, Green Sheets, Congressional Reporting Requirements to be processed
- Wrote Congressional 101 Brief that taught leaders the best ways to communicate with Congress
- Built relationships with multiple offices DoD-wide to ensure effective completion of collaborated projects

Department of Homeland Security, *Washington, D.C.*

August 2017-April 2019

Legislative Analyst, Office of Legislative Affairs

- Assembled media summaries for senior staff to prepare for meetings with members of congress. These included all mentions of the member in the news and any relevant social media posts related to the meeting topic.
- Developed materials including testimony, report summaries and other prep materials for witnesses testifying before Congressional committee hearings
- Staffed senior members of the department on meetings with congressional staff to ensure everything was documented and all take-back questions were answered

United States Senate, *Washington, D.C.*

January 2017-May 2017

Intern

- Staffed the senator for committee meetings taking copious notes to create read-out for review

United States House of Representatives, *Washington, D.C.*

September 2016-December 2016

Intern

- Wrote memorandum on a range of policy issues to include defense, veteran affairs issues and more

Women NC, (*501c(3) non-profit*) *Cary, NC*

September 2015-April 2016

Fellow

- Researched military sexual trauma and presented findings to local advocacy and academic stakeholders and to the Commission on the Status of Women at the United Nations

North Carolina General Assembly, *Raleigh, NC*

April 2015-August 2016

Intern

Z57 Internet Solutions, *Mira Mesa, CA*

September 2013-August 2014

Social Media Consultant

United States Marine Corps

February 2009-December 2012

Lance Corporal, Military Police

EDUCATION

University of Texas Austin (Austin, TX)

Master of Arts in Strategic Communications, December 2027

George Mason University (Arlington, VA)

Master of Arts in International Security, December 2017

Meredith College (Raleigh, NC)

Bachelor of Arts in Mass Communication, minor in Political Science, May 2016