

PIYA MITRA

NONPROFIT LEADERSHIP | ADVOCACY | COMMUNITY STRATEGY | STRATEGIC COMMUNICATIONS

San Francisco Bay Area | piyamitra.com | [LinkedIn](#)

EXECUTIVE PROFILE

Mission-driven leader, nonprofit founder, community strategist, advocate, and communications professional with 20+ years of experience building organizations, developing programs, creating engaged communities, and translating ideas into initiatives with measurable reach. Founded and led a nonprofit that expanded from one school to approximately 150 schools and reached 60,000 children. Built and led two distinct communities reaching 16,000+ members combined. Experienced across nonprofit leadership, advocacy, partnerships, communications, educational programming, digital strategy, events, and organizational growth.

LEADERSHIP STRENGTHS

Nonprofit Leadership	Community Strategy	Advocacy & Public Education
Strategic Communications	Program Development	Organizational Growth
Partnerships	Stakeholder Engagement	Community Moderation
Content & Email Strategy	Cross-Cultural Programming	Event Strategy

PROFESSIONAL EXPERIENCE

Founder & Community Strategist | East Bay Tea Societea

San Francisco Bay Area | 2024-Present

- Founded and grew a 3,000+ member community designed to create meaningful in-person connection through tea, culture, food, education, and shared experiences.
- Built programming from small gatherings into a diverse calendar of cultural, educational, social, and outdoor experiences.
- Created community standards, vendor guidelines, participation policies, event processes, and moderation practices supporting responsible growth.
- Lead partnerships, newsletters, event communications, community storytelling, member engagement, programming, and digital operations.

Founder & Moderator | Bay Area Moms Community

San Francisco Bay Area | Ongoing

- Founded and manage a regional parent community of 13,000+ members focused on peer connection, information sharing, and support.
- Established community policies and moderation standards; manage member support, conflict resolution, sensitive conversations, and community safety.

Founder & Executive Director | Induz

San Francisco Bay Area | 2004-2021

- Founded and led a nonprofit dedicated to expanding children's access to world arts, culture, and creative learning.
- Scaled programming from 1 school to approximately 150 schools and reached approximately 60,000 children through arts and cultural education.
- Created and scaled Passport to World Arts, introducing children to global cultures through participatory arts education.
- Built partnerships with schools, libraries, YMCA programs, Playworks, educators, artists, volunteers, and community organizations.
- Led strategy, fundraising, programming, communications, partnerships, operations, volunteer leadership, and international initiatives connected with Kenya, Haiti, Colombia, and India.

Content Strategist | Santa Clara Valley Chapter, California Association of Marriage and Family Therapists

2023-2024

- Led multi-channel content and communications supporting member education, professional engagement, CE programming, organizational news, and community initiatives.
- Planned and produced website, email, social media, and event communications; created the Palette Passport concept supporting DEI engagement.
- Translated professional and specialized subject matter into clear, audience-focused communications.

Lead Marketing Coordinator | McDowall Cotter APC

2022-2023

- Led newsletters, webinar campaigns, social content, website content, and educational marketing for a professional-services organization.
- Coordinated integrated campaigns across email, social, webinars, and digital channels; used audience insights to refine messaging and content.

SEO Specialist | Elle & JoJo

2021

- Developed and optimized search-focused website content, including keyword research, on-page SEO, content structure, and discoverability.

SELECTED ADVOCACY & COMMUNITY INITIATIVES

Domestic Violence Ally Literacy Project | *Founder / Project Lead, 2026*

Developing an educational initiative that helps everyday people respond more safely and effectively when someone discloses domestic abuse. Created an ally-literacy framework focused on language, boundaries, survivor autonomy, safety, common harmful responses, public education, and responsible technology.

Purvi Discovery | *Community & Cultural Programming, 2025-2026*

Developed cultural programming and storytelling centered on community experience, food, heritage, and discovery.

Narika | *Community Support & Fundraising*

Supported domestic violence advocacy initiatives and community fundraising, including serving as a featured chef for a fundraising pop-up at Berber Restaurant in San Francisco.

COMMUNICATIONS & DIGITAL

Community newsletters | Email campaigns | Social media strategy | Long-form articles | Educational content | Event promotion | Webinar marketing | Website content | SEO | Community moderation | Video storytelling | Advocacy messaging

Tools: Mailchimp | HubSpot | Klaviyo | Wix | WordPress | Canva | Google Analytics | Search Console | Moz | Ahrefs | Buffer | Hootsuite

EDUCATION & PROFESSIONAL DEVELOPMENT

BA, English Literature - Lucknow University | Digital Media Marketing - UC Berkeley Extension

NIST AI Risk Management Framework Training | University of Virginia: AI in Marketing | HubSpot Content | Mailchimp Automation | Klaviyo SMS | Prompt Engineering