

Sarah Parvini
sarahparvini.com | [LinkedIn](#)

WORK EXPERIENCE

The Associated Press

Technology Reporter

Los Angeles, CA

June 2024 – Present

- Craft compelling narratives that simplify complex technology like artificial intelligence, including coverage of tech giants like Nvidia, how AI can be used in video game development and the way artists are protecting their art from AI replication and scraping.
- Manage editorial calendar and projects to ensure alignment with key industry moments and news events, such as tech company earnings reports from Nvidia and Amazon.
- Write breaking news stories on tight deadlines, such as coverage of news organizations suing OpenAI and Microsoft for alleged copyright infringement.
- Collaborate with newsroom departments to coordinate coverage on cross-functional teams in other states or countries.
- Transform technical material into clear, digestible content, bridging the gap between tech experts and readers to foster greater understanding of tech topics.
- Built an online community that relies on my insights. For example, more than 173,000 people engaged with my LinkedIn video about Nvidia's tech at the CES tech expo this year.

Los Angeles Times

Video Game Industry Reporter

Los Angeles, CA

January 2023 - February 2024

- Wrote, crafted and developed non-fiction narratives from idea to final product, such as narratives on the resurgent popularity of Dungeons & Dragons and its place in pop culture, or glimpses into what it's like to design costumes for "Call of Duty."
- Worked under pressure with management to quickly handle time-sensitive projects on deadline, including coordinating coverage of SAG-AFTRA video game negotiations.
- Analyzed content performance using analytics tools (Chartbeat) to measure impact and refine content.
- Covered breaking business news, including Microsoft's landmark acquisition of Activision Blizzard and the growing labor movement in the video game industry.
- Saw a hole in coverage of the importance of the video game industry to the business and culture of California and pitched this role.

Metro Reporter

September 2014 - January 2023

- Reported on the people and stories of Los Angeles and California, looking in between established coverage areas to find the stories that were overlooked. I covered breaking news, investigations and the nuances of shifting demographics.
- Managed multiple projects, publishing stories that connect with readers and result in high metrics, including my series on life in California's remote mountains and high desert, which brought in nearly 1,000 new subscribers.
- Pored through public records and investigated scandals at USC's medical school involving a dean using hard drugs with criminals during his tenure.
- Spoke on and moderated panels at universities, including Harvard and Stanford, bringing more recognition of the Times nationally.
- Part of the team that won the 2016 Breaking News Pulitzer Prize for coverage of a San Bernardino mass shooting.

SKILLS

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| • Fluent Persian; conversational Spanish | • Public speaking | • Editing |
| • Reporting | • Narrative/Storytelling | • Interviewing |
| • Writing | • Communications | • Research |
| • Social media | • Editorial management | • Journalism |

EDUCATION

University of Southern California

M.A. Journalism; Penny Lernoux Award for International Reporting

Los Angeles, CA

UC San Diego

B.A. Political Science; Magna Cum Laude, Honors Society

San Diego, CA

AWARDS

LA Press Club Award 2022, 2nd Place in Religion Reporting; LA Press Club Award Finalist 2020; CNPA's California Journalism Award Finalist 2018; Pulitzer Prize 2016 (team award); 1st place Los Angeles Press Club Award 2013