

Application for Appointment to Board, Commission, Committee, Task Force or Position

Applicants appointed by the Board of Supervisors will be required to take an oath of office. All applications will be kept on file for one year from the date of application.

Public Records Act

Applications are public records that are subject to disclosure under the California Public Records Act. Information provided by the applicant is not regarded as confidential except for the addresses and phone numbers of references and the applicant's personal information including home and work addresses, phone numbers and email address.

Form 700 Conflict of Interest Code

[California Fair Political Practices Website](#)

Please note that appointees may be required by state law and county conflict of interest code to file financial disclosure statements.

Which Boards would you like to apply for?

Napa County Library Commission: Submitted

Category of Membership for Which You Are Applying

Napa County Representative

Profile

Logan Elena Triglia

First Name

Laverty

Last Name

Middle
Initial

Email Address

Home Address

Suite or Apt

Napa

City

CA

State

94558

Postal Code

Which supervisorial district do you reside in? *

District 1

To find your supervisorial district go to <https://www.countyofnapa.org/1334/About-the-Board>, click on "Look Up My District" and enter your address.

Primary Phone

Logan Elena Triglia Laverty

Nature of activity and community location

Primarily active in my sons' school. I have volunteered as co-chair for each of their major fundraising events for the past 3 years and am looking to volunteer elsewhere. I am also involved in their Napa rec sports primarily in the capacity as team mom/coordinator.

Other County Board/Commission/Committee on Which You Serve/Have Served

N/A

Public Actions that may impact Credit Rating (List all court or other public administration actions impacting your credit rating within the past ten (10) years)

N/A

Electronic Signature Agreement

I meet the criteria required to serve in this position.

Yes No

I declare under penalty of perjury that the foregoing is true and correct.

Yes No

Please Agree with the Following Statement

By checking the "I agree" box below, you agree and acknowledge that 1) your application will not be signed in the sense of a traditional paper document, 2) by signing in this alternate manner, you authorize your electronic signature to be valid and binding upon you to the same force and effect as a handwritten signature, and 3) you may still be required to provide a traditional signature at a later date.

I Agree

Electronic Signature (First M. Last)

Logan Triglia Laverty

Date

03/07/2025

LOGAN LAVERTY



SUMMARY

With a deep rooted passion for the digital landscape, I've combined 13 years of digital strategy, brand development, editorial strategy, integrated marketing, and social media strategy with my love for storytelling. From high profile restaurant groups to family-owned wineries, I strategically drive awareness and engagement across digital, social and influencer channels.

EXPERIENCE

Freelance

Studio 1976
2014-Present

- Define client strategies and set goals and KPI's across all platforms
- Create and manage an integrated marketing calendar aligning overall marketing goals + promotions
- Ideate strategic social partnerships and brand development for growth opportunities.
- Build community, conversation and relationships with audiences by crafting meaningful, relevant content.
- Direct internal and external creative briefs for design, video, animation, audio teams and other creative vendors

Account Manager

Melissa Welles PR
2014 - 2017

- Crafted story ideas, developed and maintained pitch and editorial calendars + media lists. --
- Managed clients and media kits
- Managed event details, guest lists, collateral, follow-up. Maintained library of assets for last minute pitches/deadlines
- Developed client-facing dashboard for easily digestible updates on initiatives, progress, press received, etc

Marketing Manager

Swanson Vineyards
2011 - 2013

- Managed integrated marketing calendar across all departments. Oversaw all websites including social media accounts and AlexisNapa.com
- Managed, tested, and executed email campaigns end-to-end, including content, list-pulls, testing, launch, and analysis.
- Collaborated with PR agencies on strategy, targets and messaging. Helped grow Modern House Wines from a winery-only product to Target stores nationwide, and placements in O, The Oprah Magazine, Bon Appétit, and Food & Wine magazine

EDUCATION

B. A. in Journalism
San Francisco State University
2007