

CANDICE ELEY

• senior communications professional •

EXPERIENCE

2015- San Diego Tourism Authority

2020 Director of Communications

- Oversees global communications strategy, including media relations plans across 7 countries, related to promoting San Diego as a leading domestic and international travel destination.
- Works with other marketing department heads to set strategic goals for the organization and ensure message alignment across all teams and programs.
- Oversees all crisis communications efforts and advises on community engagement strategies, including working with elected officials to promote the value of tourism to the San Diego region.
- Contributes to the San Diego Tourism Authority's digital content strategy, including blogging, social media, and web content development.
- Oversaw contract execution and strategic program development for arts marketing partnership with the City of San Diego Commission for Arts and Culture.
- Launched Diversity & Inclusion initiative to educate SDTA staff on best practices in inclusive destination marketing.
- Supervises in-house communications department staff, oversees PR agencies in China, Mexico, UK and Germany, and manages department budget.

2011- San Diego Tourism Authority

2015 Public Relations Manager

- Managed out-of-market media relations to promote San Diego as a tourism destination. Areas of specialization included San Diego's arts and culture, dining and craft beer offerings.
- Secured editorial placements for San Diego in leading national and international publications, including *The New York Times*, *Food & Wine*, *The Guardian* and more.
- Managed digital public relations strategy for PR department.

2007- San Diego Humane Society

2011 Public Relations Coordinator

- Oversaw media outreach, including crisis communications.
- Worked with leading national media to promote organization's mission.
- Served as editor-in-chief for quarterly organization magazine and ghostwriter for organization president's speeches, letters and op-ed articles.
- Managed film and photographic shoots, including production of annual telethon with local television station.

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EXPERIENCE

2004- Museum of Photographic Arts

2007 Marketing Communications Manager

- Oversaw all public relations and marketing efforts for museum, including pitching media, managing museum website, media buying, negotiating unpaid media partnerships.
- Maintained media image library, including usage rights and restrictions.
- Developed museum's first social media account.
- Co-created POP Thursdays, a night-time social event designed to introduce new audiences to the museum.

EDUCATION

The New School

MA Media Studies

Graduated with a cumulative GPA of 4.0.

Additional certificate in Management.

University of California, Irvine

BA English

Graduated with a cumulative GPA of 3.9.

Awarded Cum Laude honors.

VOLUNTEER WORK

Visit California

Vice-Chair, Communications Committee

Crisis Task Force Committee

US Travel Association

Communications Advisory Committee

San Diego Museum Council

Board Member at Large

CONSULTING

Unherd: Marketing and social media advising for local music television program.

Mike Hess Brewing Co.: Public relations strategy and pitch education.

Medium Festival of Photography: Marketing communications strategy for festival launch.

Treble Media: Marketing, social media, site development and advertising strategy for indie music website.

PUBLIC SPEAKING

Presenter at numerous local and national industry conferences including the Americans for the Arts National Arts Marketing Project Conference, Beer Marketing & Tourism Conference, and others.