

# Candice Eley

Senior Marketing & Communications Professional

## Education

University of California, Irvine  
B.A. English, Cum Laude

The New School  
M.A. Media Studies  
Certificate in Management

## Leadership

PRSA Richmond Board of Directors,  
Hospitality Chair (2022)

California Travel Association Diversity & Inclusion Task Force (2020-2021)

Visit California PR Committee,  
Vice-Chair (2019-2021)

San Diego Museum Council Board  
Member at Large (2018-2021)

US Travel Association Communications  
Advisory Committee (2017-2020)

## Contact

Telephone: 949-394-8716  
Email: candiceeley@yahoo.com  
504 N. 33rd Street  
Richmond, VA 23223  
www.candiceeley.com

## Work Experience

### **DIRECTOR OF MEDIA RELATIONS, CHANNELS**

Padilla | July 2021-present

Responsible for setting media relations capabilities across the agency and creating strategy for the future of media relations at Padilla, working with a mix of direct reports, extended team and outside contract resources.

Leads media relations strategy and oversees the execution and measurement for major accounts in multi-channel integrated communications programs.

Partners closely with account teams to set media relations strategies for clients ranging from technology and healthcare to consumer and food and beverage products.

Serves as head strategist leading the Media Relations Consultants, a cross-sector group of media relations specialists at the agency. Increased agency participation in Media Relations Consultants program by 400% in first quarter.

Creates agency POV reports and establishes thought leadership for the agency; oversees and presents media relations strategy on new business pitches.

Overhauled media relations training program for new hires.

### **DIRECTOR OF COMMUNICATIONS**

San Diego Tourism Authority | 2015 - June 2021

Developed global communications strategy, including media relations plans across 7 countries, to influence travel decision-making and position San Diego as a leading domestic and international travel destination.

Partnered with marketing leadership team to set data-driven strategic marketing goals and ensure message alignment across paid, earned and owned channels and communicate the value of tourism a diverse group of stakeholders.

Served as editorial director for all B2C digital platforms, including website and social media content planning, development and execution.

Created partnership with the City of San Diego Commission for Arts and Culture for marketing cultural tourism via a fully integrated communications program.

Launched organization's first Diversity & Inclusion initiative in 2019 and led company DEI task force.

Served as team lead and mentor for in-house communications department staff, managed PR agencies in China, Mexico, UK and Germany, and managed department budget.

Led comprehensive overhaul of measurement strategy for public relations program of work, including development of new, data-oriented KPIs based on mapping earned media efforts to brand research.

# Candice Eley

## Featured Speaker

2017 Americans for the Arts National Arts Marketing Project Conference

2017 Beer Marketing & Tourism Conference

2014 National Bicycle Tourism Conference

## Awards

Winner, 2018 Visit California Poppy Awards, Best Public Relations Campaign

Nominee, 2019, San Diego Magazine Woman of the Year

## Contact

Telephone: 949-394-8716  
Email: candiceeley@yahoo.com  
504 N. 33rd Street  
Richmond, VA 23223  
www.candiceeley.com

## Work Experience, cont.

### **PUBLIC RELATIONS MANAGER**

San Diego Tourism Authority | 2011 - 2015

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.

### **PUBLIC RELATIONS COORDINATOR**

San Diego Humane Society | 2007-2011

Oversaw media outreach, including crisis communications, and 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.

### **MARKETING MANAGER**

Museum of Photographic Arts | 2004 - 2007

Oversaw all marketing efforts for museum, including public relations, managing museum website, advertising and media buying, and negotiating 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.

## Consulting

### **MARKETING & OPERATIONS DIRECTOR**

Treble Media | 2015 - current

Oversees business development and operations for music journalism website, Treblezine.com. Partnering with the site's editor in chief, created content and social media strategies resulting in 50% year-over-year audience growth from 2019 to 2020.

Developed and executed successful crowdfunding campaign in fall of 2020.

Manages web infrastructure; project leader on multiple CMS migrations and site redesigns aimed at providing better UX for visitors.