

Candice Eley

Senior Marketing & Communications Leader

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)

Volunteer

Election Officer
City of Richmond Department of Elections

Contact

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Richmond, VA 23223
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Work Experience

SENIOR DIRECTOR, CHANNELS

Padilla | July 2021-present

Leads integrated communications account teams for national and international clients ranging from consumer products to health, technology, nonprofits, hospitality and tourism industries, including The LEGO Group, Carrier, Winnebago Industries, Saudia Airlines, Richmond Region Tourism, Global Salmon Initiative, Myriad Genetics, Wedderspoon Organics, Zildjian and more.

Develops and manages strategic planning, execution, budgeting and measurement for award-winning, multi-channel integrated marketing and communications campaigns comprising earned, paid, owned and shared media strategies and tactics.

Serves as division lead for the media relations practice sector agency wide, acting as head strategist and directing the Media Relations Consultants, a cross-sector group of media relations specialists working in a variety of verticals to ensure best practices for maximizing earned media coverage for clients.

Leads and assists vertical sector teams with new business pitches and existing client scope expansion, generating \$3 million in new and expanded business wins for the agency in under 3 years and growing the agency's scope of work with The LEGO Group by more than 200% annually.

Builds and mentors internal and external teams to deliver exceptional strategic marketing and communications results for clients.

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.

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Speaking Engagements

2017 Americans for the Arts National Arts Marketing Project Conference

2017 Beer Marketing & Tourism Conference

2014 National Bicycle Tourism Conference

Awards

2025 Virginia PR Awards
Integrated Campaign Commonwealth Award

2024 Telly Awards, Gold
Travel & Tourism Promotional Video

2024 Minnesota PRSA Classics Awards,
Integrated Programs, Consumer Products & Services

2018 Visit California Poppy Awards
Best Public Relations Campaign

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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

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.

Created podcasts, including research, scripting, hosting and audio editing.