elaine@empoweredpr.com

Strategic communications professional with experience supporting public visibility, community engagement, and stakeholder trust for education initiatives, nonprofits, and corporate partners. Skilled at translating complex programs into clear, accessible messaging that informs residents, strengthens participation, and supports public-facing services.

Recent classroom experience in Long Beach Unified and Los Alamitos Unified School Districts provides direct familiarity with local communities, student populations, and district communication environments. Combines communications expertise with hands-on experience working across diverse public settings.

Community Leadership

Women Leaders of Octane (WLO) | Chair, Communications Committee | 2023–2026
Advance visibility for women entrepreneurs through the *Faces of Entrepreneurship* leadership profile campaign, producing leadership features and supporting regional engagement across Orange County's innovation and small-business community.

Professional Experience

Substitute Teacher
Long Beach Unified School District and Los Alamitos Unified School District | 2023–Present

Support instructional continuity across elementary, middle, and high school campuses while working directly with diverse student populations and administrative teams.

- Deliver standards-aligned classroom instruction across multiple grade levels and subject areas
- Maintain structured, inclusive learning environments serving diverse student needs
- Collaborate with teachers, administrators, and support staff across campuses
- Adapt quickly to new curriculum expectations and instructional settings
- Strengthen communication skills with students, families, and school personnel

Founder & Principal Consultant
Empowered Public Relations | Long Beach, CA | 2006–Present
Secured coverage includes *The Today Show, CNN, Reuters, Associated Press, The Wall Street Journal, Forbes, TIME, Orange County Register, Orange County Business Journal*, and *Long Beach Press-Telegram*, among other outlets.

Lead strategic communications programs supporting nonprofits, education initiatives, regional partnerships, and mission-driven organizations alongside corporate clients.

- Coordinate communications for events, partnerships, and grant-supported initiatives

- Design communications strategies that increase visibility for community programs and leadership initiatives
- Secure national and regional media coverage supporting public awareness campaigns and organizational credibility
- Develop messaging frameworks, executive profiles, newsletters, and stakeholder communications

Director, Public Relations
SimpleTech | Santa Ana, CA | 2003–2006
Directed international communications strategy supporting corporate growth and market positioning while advising executive leadership.

- Led executive communications and corporate messaging strategy
- Expanded media visibility across national and international markets
- Managed agency relationships and communications planning budgets
- Supported investor-facing and stakeholder communications initiatives
- Coordinated communications supporting corporate transition to STEC

Manager, Public Relations
WD (formerly Western Digital) | formerly headquartered in Irvine, CA | 2001–2003
Supported global communications programs for this Fortune 500 technology manufacturer.

- Delivered strategic product launch messaging
- Produced executive communications materials and technical positioning content
- Coordinated analyst relations and press engagement
- Strengthened corporate reputation across international markets

Director, Public Relations
Cooking.com | Santa Monica, CA | 2000–2001
Built the communications function for a national e-commerce retailer as its first in-house PR leader.

- Increased national media coverage by more than 200% within one year
- Managed $300K communications budget
- Led consumer awareness campaigns and media tours
- Developed brand positioning strategy from early growth stage
- Coordinated cross-functional agency teams
- Delivered integrated communications strategies across media channels

Education

Bachelor of Arts, Journalism (Public Relations emphasis), Minor in Psychology
California State University, Chico (Accredited through the Accrediting Council on Education in Journalism and Mass Communications)