




AMBER MASCIORINI

PUBLIC RELATIONS MANAGER

CONTACT

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 www.amber-masciorini.com
 3643 Barranca Ct
Carlsbad, CA 92010

EDUCATION

CALIFORNIA STATE UNIVERSITY, CHICO

B.A. Journalism - Public Relations
Minor - Recreation Administration
Event Planning

2009 - 2013

CAMPUS INVOLVEMENT

VP OF PUBLIC RELATIONS

Panhellenic Council, CSU Chico

ONLINE COMMUNICATIONS DIRECTOR

Tehama Group Communications

COPY EDITOR

The Orion (CSU Chico newspaper)

SKILLS

Strategic Media Outreach
Press Release Writing
Event Management
Brand Positioning
Thought Leadership
Content Marketing
Team Leadership & Training
Public Relations Strategy

SUMMARY

Seasoned PR professional with 10+ years of experience in media outreach, brand storytelling, and campaign strategy. Proven track record of securing top-tier media placements across print, digital, and TV in industries including food & beverage, beauty, tech, parenting, and wellness. Adept at building media relationships, managing teams, and developing impactful, award-winning campaigns.

WORK EXPERIENCE

SENIOR PUBLIC RELATIONS MANAGER

ChicExecs PR Agency - San Marcos, California

2018 - Present

- Lead PR campaigns for consumer and lifestyle brands, securing placements in major media outlets
- Develop strategic media plans, and compile monthly reporting
- Serve as key client contact and internal mentor to PR team
- Build and sustain strong relationships with editors, producers, and influencers

DIGITAL PR MANAGER

Main Path Marketing - San Diego, California

June 2015 - May 2018

- Secured over 1,000 published bylines for clients to support SEO and brand credibility
- Cultivated media partnerships across various industries
- Launched and managed social and content marketing campaigns
- Led influencer outreach programs for product features and reviews

COMMUNICATIONS COORDINATOR

Enoki Events - San Diego, California

March 2014 - June 2015

- Led marketing and communications for a top national after-school program conference held annually in Palm Springs
- Managed all promotional materials, including print collateral, email campaigns, and social media strategy

VOLUNTEER EXPERIENCE

VP OF COMMUNICATIONS

Calavera Hills Elementary PTA | 2024 - Present

SOCIAL MEDIA & PUBLICITY

Carlsbad Youth Baseball | 2024 - Present