

Gilbert Martinez

2486 E Lafayette St.
Stockton, CA 95205

415-231-4315
Prsgmartinez@gmail.com

Summary of Qualifications

A proven track record of developing and implementing communication plans. Assisted in implementing communication plans for the COVID-19 pandemic, 2023 winter storms and communications related to homelessness in Sonoma County. I have extensive experience researching and developing marketing and communication strategies, especially in health communication. Excellent interpersonal, oral, and written communication skills exemplified in live television and radio interviews, written press releases, and other interactions with other media outlets. Over the past decade, I have been entrusted by multiple employers to be a spokesperson at local, regional, and national conferences on various subjects including racial equity, homelessness, and wildfire safety.

Education

Masters in Communication May 2019
University of San Francisco, San Francisco, CA

Bachelor of Arts in Mass Communication May 2014
University of the Pacific, Stockton CA

Related Experience

Public Information Officer, Sonoma County

2020-Present

- Alongside the communication team, grow and maintain Sonoma County's crisis communications playbook while ensuring the team is well-practiced in roles should the emergency center of operations be activated.
- Develop new opportunities across traditional and digital media to engage reporters and key influencers to ensure Sonoma County's story and message are clear.
- Development and implementation of crisis communications plans and their supporting materials including releases, bylined articles, internal and external statements, letters, and communication materials for the county.

Adjunct Professor, University of San Francisco

2022-2023

- Instructed classes on factors that determine how people perceive risk specifically in the fields of science, health and environmental communication.
- Taught graduate students how to develop strategies for developing clear and impactful communications in the fields of health and science.

Account Manager, Be The Match Operated by NMDP

2017-2020

- Communicated the status of work to stakeholder groups to identify, monitor and provide summaries with actionable steps on organizational efforts to address health disparities in bone marrow donations.
- Support the Be The Match mission by managing the growth of the Be The Match Registry in the U.S. West coast region of California, Oregon, Washington and Nevada
- Acted as an internal and external ambassador of our diversity and inclusion panel.

Health Department Manager/Communications Specialist

2016-2017

- Performed assessments to identify root cause issues and identified data-driven opportunities for improvement in developing more inclusive campaigns in health care and supportive services for the homeless.

For complete work experience visit my [LinkedIn](#) profile.