

Michelle Jelačić

Experience

California's COVID-19 Vaccine Task Force

2021-Present

Public Information Officer, California Dept of Public Health

- Crafting messaging to integrate and align with internal and external stakeholders, including for the state's public education campaign (Let's Get to ImmUnity), appointment management system (MyTurn.ca.gov) and Digital COVID-19 Vaccine Record
- Developing and managing execution of the state's campaign newsletter (Vaccinate ALL 58) to inform thousands of stakeholders with the latest news, key messages, tools, and resources surrounding the COVID-19 vaccines
- Building trusted relationships with state partners and community-based organizations to identify and amplify vaccine-related events, including preparing media advisories, opinion editorials, coordination with news outlets, and day-of activity management
- Providing communication support to all divisions of the Governor's Vaccine Task Force, including formulating messaging and strategy for state agencies and departments

LBQ Strategies

2021-Present

Public Relations Consultant

- Assisting in the creation of health care, infrastructure and cannabis client strategies, including messaging and tactics based on audience and goals
- Writing press releases, media pitches and talking points
- Creating and maintaining media lists across multiple industries and states

TechBear

2018-2021

Account Manager Team Lead

- Managed the day-to-day activities for up to 30 accounts, which included project management for custom intranets, database solutions and new website builds
- Created clear project goals, developed strategies, and oversaw the execution - and assisted, as needed, to ensure a timely and successful execution
- Partnered with C-Suite executives to host conferences with the company's stakeholders, which included Q&As, review progress, timelines and budgets
- Mentored a team of Project Managers and WordPress Web Developers to ensure team cohesiveness, personal development, team efficiency and job satisfaction

Account Manager

- Planned, executed and monitored project details from the initial project scope, assigning a team, and allocating resources, to finalizing the project
- Managed my client's needs and the project's daily activities while also planning ahead to control risk and minimize uncertainty

Education

Bachelor of Arts - Communications, Public Relations - *California State University, Sacramento*

Minor in Spanish - CSU International Programs, *Universidad de Jaén, Spain*

**Professional references available upon request*

Personal Interests: my nephew, graphic design, reading fiction, astronomy, web development, hiking, languages, traveling, blogging, sign language, my rescue dog, sunsets, marine biology