

PETE D. CAMARILLO

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CAREER HIGHLIGHTS

Ted Miller Group SR. Account Executive (06/2022-Present)

- Secured dozens of tier 1 media opportunities across media relations campaigns for promos, product launches, funding and more.
- Created communications plans, briefing decks and messaging for product launches, community events and partnerships.
- Built, updated, and managed media processes, reporting, lists and strategy across the agency.
- Drove media interest ahead of trade shows and events with outreach.

Kickstand SR. Account Executive (12/2021-06/2022)

- Managed media relations and strategy for high tech public companies, startups and more.
- Owned media opportunities from concept to publication.
- Proactively created pitches and story ideas that support cross company themes and KPIs.
- Monitored news, social media and newsletters for trends daily.
- Reviewed and optimized subject lines and pitching efforts daily.

Business Wire Media Relations SP. (08/2017-12/2021)

- Actively developed and maintained relationships with reporters, publishers and editors West of Oklahoma.
- Led team in publisher licenses pitched, prospected and closed.
- Maintained thousands of emails and contact lists in internal database and integrated it with Hubspot.
- Planned media events targeting specific stakeholders.

Icon Media Direct Media Coordinator (09/2015-08/2017)

- Coordinated planning, execution, negotiations and optimizations for media campaigns across broadcast, cable and connected properties.
- Built and maintained relationships with broadcast partners which resulted in key ad placements at rates that drove KPI for clients.
- Streamlined training and reporting for entire department.

Freelance Sportswriter and Creator (2014-Present)

- Weekly NFL and NBA sports columnist published across the web including over 1,000 articles, columns and blogs.
- Credentialed Lakers reporter for 2018-20 seasons.
- Credentialed reporter by the NFLPA, Shrine and Senior Bowls.
- Project managed the creation and implementation of weekly Sundial newsletters and grew list to more than 2,000 subscribers before launch.
- Managed daily online and weekly print coverage of 19 D1 NCAA sports teams and other intramural sports.

EDUCATION

CSUN Journalism B.A. Minor in Communications (2015)

- Currently serving on Alumni Board of Directors.
- Volunteered for Habitat 4 Humanity, St. Jude's Hospital and Aids Walk TKE Risk Management Officer, PR Chair and IFC Delegate from 2010-13.

Sports Industry Essentials Certificate (2019)

- Learned about the billion-dollar sports industry including insights about sales, facilities, marketing and communications roles in sports and esports.

Accomplishments

2021 Maynard 200 Media Entrepreneur Fellow

2021 Newsletters for Journalist Course

2020 Fundamental of Media Relations Certificate

2019 Facebook for Journalists and Google News training

2018 AAJA Catalyst Fellow

2015 Journalism Alumni Scholarship

2014-15 Clippers Game Night Intern

2014 Sundial Trailblazer Award

2010 Corona Norco Rotary Scholarship

2010 Catholic Daughters Scholarship

Other Experiences

Ghost-wrote SEO marketing copy for local and national clients in the automotive, travel, printing and aviation industries.

Co-founded and co-host weekly NFL podcast called Touchdowns and Tangents.

Three seasons as Individual and Varsity Football Coach.

Public speaker at various SPJ, ONA, NABJ, CSUN, CSUF and CSULA events.

Paid writing tutor who helped students with the editing, format, style and storytelling in personal statements for college admissions, scholarships and personal statements.

Active NABJ, NAHJ, ONA, AAJA and SPJ Member.

Commissioned Sales Person 2013-15.

