

MARISELA CERVANTES



SUMMARY

Marisela Cervantes is a driven public administrator, passionate about developing engaging communication strategies to achieve the goals public institutions. She specializes in advising leaders and executives on how to grow support for initiatives that advance the public good. Ms. Cervantes has two decades of experience leading community outreach efforts throughout the state, specializing in the Los Angeles metropolitan area.

Ms. Cervantes has led teams on community relations projects at the California State University Office of the Chancellor, the Los Angeles Unified School District and as a senior aide in both houses of the State Legislature. She is a doctoral student and researcher in education leadership at California State University, Los Angeles. Ms. Cervantes is a member of the California Board of Psychology.

PROFESSIONAL PROFILE

As a public relations professional, Ms. Cervantes is a strategist able to draw on diverse experiences in the public sector to effectively advance policies while engaging diverse stakeholder groups. She led the California State University's most successful social media campaigns advancing important initiatives, including Super Sunday, Feria de Educacion and the Graduation Initiative 2025 symposium. Ms. Cervantes has experience developing press worthy partnerships on behalf of the California State University and the Los Angeles Unified School District. She has also worked with cities to advocate for important issues and address land use decision making, efforts that earned a recognition for innovation in government.

WORK EXPERIENCE

Director of Community Partnerships, California State University, Office of the Chancellor, Long Beach, CA

Project Role: Served as liaison between the California State University system and a variety of stakeholders, including professional associations in higher education. By collaborating with university leaders, faculty and staff, she developed programs that

partnered with tribal communities, faith and community-based organizations to address equity gaps in college readiness and degree completion. These projects included developing and coordinating content for media distribution.

Program and Policy Development, Los Angeles Unified School District, Los Angeles, CA

Project Role: Developed targeted communications to support school leaders in fostering a collaborative climate that could sustain a school transformation process. Led in the creation of a model Memorandum of Understanding (MOU) to improve partnerships between the district and non-profit organizations that jointly operate some district schools.

District Director, Members of the State Assembly and State Senate

Project Role: Oversaw all district office operations, advanced legislation, served as a liaison to government officials at the local, state and federal levels, prepared policy hearings, led both cause and electoral campaigns.

EDUCATION

Bachelor of Arts (B.A) in Political Science

California State University, Los Angeles, Los Angeles, CA

Master of Public Administration (MPA) Specializing in Public Policy and Administration

California State University, Long Beach, Long Beach, CA

Certificate in Public Relations, Earned with Distinction

University of California Los Angeles, Extension, Los Angeles, CA