

PATRICIA A. GONZÁLEZ-PORTILLO

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AWARD-WINNING BILINGUAL COMMUNICATIONS EXECUTIVE

Civil Rights & Advocacy Communications · Rapid Response · Earned Media · Media Relations · Narrative Strategy

PROFESSIONAL SUMMARY

Award-winning bilingual communications director, former journalist, and rapid-response strategist with more than 20 years advancing civil rights, public policy, and advocacy campaigns through earned media, strategic storytelling, and press relations. Deep relationships with more than 50 national journalists covering civil rights, democracy, health policy, and government affairs. Expert at translating complex legal, legislative, and policy issues into compelling public narratives and preparing elected officials and advocates for high-stakes media engagements. Fluent in English and Spanish, written and spoken.

EXPERIENCE

Strategic Communications Consultant

Self-Employed

October 2025 – Present Los Angeles, CA • Led rapid-response strategy following a New York Times investigative report involving civil rights leader Dolores Huerta, securing coverage across Univision, ABC 10News, The Arizona Republic, and Times of San Diego without proactive pitching; monitored breaking news and executed response within hours of publication.

- Provided bilingual public information, writing, editing, and community outreach on public-interest issues; supported wildfire communications efforts, wrote feature articles for Kiosko Magazine, and developed digital storytelling strategies.

Senior National Latino Media Relations Director

Compassion & Choices

July 2014 – October 2025 National / Los Angeles, CA *Progressive advancement: California Communications Director → National Latino Media Communications & Constituency Director → Senior National Latino Media Relations Director*

- Created and led the bilingual communications strategy for the Brittany Maynard campaign and California's End of Life Option Act — one of the most high-profile civil rights campaigns in the country — guiding the law through passage after 30 years of failed attempts, its defense against a 2018 legal challenge, and its permanent enactment in 2025; the Brittany Maynard video campaign generated more than 12 million YouTube views.
- Directed rapid-response communications during legislative battles, court challenges, and breaking news events across multiple states; monitored news cycles, legal developments, and policy shifts in real time. • Generated more than \$8 million in earned media, secured placement of 300+ English- and Spanish language op-eds, and cultivated relationships with more than 50 national journalists covering civil rights, health policy, democracy, and government affairs.
- Translated complex legal, medical, and legislative issues into accessible public narratives, helping shift public understanding of end-of-life care and contributing to increased support among underserved communities.
- Recruited civil rights leader Dolores Huerta as a national spokesperson and served as her communications strategist for 11 years, managing media strategy, drafting op-eds and statements, developing talking points, and preparing legislative testimony.
- Built the organization's first bilingual media relations program, establishing relationships with Univision, Telemundo, La Opinión, Los Angeles Times en Español, and other major outlets across multiple states. • Prepared patients, physicians, elected officials, and advocates for national and regional media appearances through briefing materials, message development, interview preparation, and spokesperson

coaching.

- Supervised and mentored communications staff, consultants, and interns while building systems and workflows that strengthened organizational effectiveness.

Associate Editor, Asegúrate Health Campaign

ImpreMedia / La Opinión

January 2012 – July 2014 Los Angeles, CA

- Recruited by President & CEO Monica Lozano to lead content development for the first Affordable Care Act multimedia enrollment campaign targeting underserved communities.

Communications Specialist / Manager

Providence Little Company of Mary Medical Center

March 2011 – December 2011 Torrance, CA • Led communications and marketing for two hospitals, translating complex medical information into accessible public messaging and supporting executive communications.

Communications Director

California State Assembly, Latino Caucus

January 2010 – January 2011 Norwalk, CA • Directed communications for a California State Assemblymember, managing press strategy and policy messaging on housing, health equity, and workers' rights.

California Communications Director

March of Dimes Foundation

February 2007 – July 2009 Los Angeles, CA • Launched the organization's first statewide multicultural media program, securing the highest media coverage in the organization's 70-year history.

Media Relations Specialist / Consultant

California Hospital Medical Center & Molina Healthcare

January 2003 – February 2007 Los Angeles, CA • Served as spokesperson and media director for a major Los Angeles hospital system and provided communications counsel to executive leadership at Molina Healthcare.

EARLIER EXPERIENCE

Health Reporter · La Opinión · Los Angeles, CA · 1999–2003

Reporter · The Press-Enterprise · Riverside, CA

Reporter · Brownsville Herald · Brownsville, TX

Legislative Researcher · Texas Senate · Austin, TX

EDUCATION

The University of Texas at Austin · Bachelor of Journalism

AWARDS & RECOGNITION

Non-Profit Campaign of the Year · Hispanic Public Relations Association (HPRA), 2016 Public

Education Campaign of the Year · Hispanic Public Relations Association (HPRA), 2016

Outstanding Newspaper Article · GLAAD, 2003

CORE COMPETENCIES

Strategic & Narrative Leadership: Strategic Communications • Narrative & Reputation Strategy • Earned Media • Advocacy & Public Affairs • Health Equity Communications

Crisis & Executive Communications: Crisis & Issues Management • Executive Communications • Rapid Response • Message Development • Media Coaching

Stakeholder & Community Engagement: Coalition Building • Cross-Sector Partnerships • Latino Civic Leadership • Spanish-Language Media Strategy

Digital & Emerging: Social Media Strategy • AI-Assisted Communications • Multicultural Content Development