

## *Hilda Marella Delgado*

### Biography

Delgado is an award winning public relations professional and journalist with over 15 years of experience in the areas of public affairs, public relations, media relations and crisis and issues management.

Delgado has been in the trenches of complicated public affairs and public relations campaigns for a wide range of entities in the private, government, and non-profit sector.

Prior to becoming Region Manager of Public Affairs for Southern California Edison, she served as the West Region Communications and Public Affairs Director for the Coca-Cola Company, North America Group where she was responsible for internal and external communications for the West Region, including So. California, Nevada, New Mexico and Hawai'i. Also, she served as principal Consultant/ Communications Director to Assemblymember De La Torre.

Delgado founded her own consulting firm, HMD Consulting Group/Somos Ideas PR. Under this capacity, Delgado has managed public affairs and public relations programs for Southern California Edison, Brother International Corporation, The Los Angeles County Federation of Labor AFL-CIO, The Los Angeles Dodgers, The Canadian Cattlemen's Association, AltaMed Health Services and the California Endowment. She has also served as advisor for the Justice for Bell campaign slate, California Forward, and Dole Company, among others.

Prior to that, Delgado served as Management Supervisor for the Rogers Group, where she managed public affairs, public relations and crisis communications for First Five of California, The Coca-Cola Company, ImpreMedia, the Los Angeles Children's Museum, Bandai Toys, The Kellogg's Company, Washington Mutual, and the Los Angeles Auto Show.

Delgado also served as Communications and Public Affairs Director for the Los Angeles County Federation of Labor AFL-CIO, under the late Miguel Contreras where she managed a wide range of labor, media and public affairs campaigns.

Delgado also served as press deputy for former Los Angeles Mayor James K. Hahn and his liaison and spokesperson to several City entities including the Department of Water and Power, the Port of Los Angeles, and the Los Angeles World Airports. She also served as a strategic media liaison for the Los Angeles Department of Public Works and the Mayor's Latino Heritage Month. At City Hall, Delgado served on the planning team for the Mayor's trip to Mexico to meet with President Vicente Fox and high-ranking Mexican business leaders at Club de Industriales. She also secured monthly interview opportunities on KMEX-TV and KLVE-FM for the Mayor to better connect with the Latino community.

Early in her career, Delgado served as a reporter for La Opinión, the leading Spanish-language daily newspaper in the country. She was recognized by The National Association of Hispanic Publications for a series of articles on the Los Angeles Unified School District and most recently by the Public Relations Society of America – Los Angeles Chapter for her work in crisis communications.

Last fall, Delgado was appointed to the Pasadena Northwest Planning Commission and currently is a Corporate Advisory Board Member for the USC Latino Alumni Association.

Delgado holds a B.A. in Journalism and Spanish Literature from Cal State University Northridge.