

Established in 2016, SociosPR is a certified woman-owned firm specializing in strategic communications, marketing, and public relations. We help organizations navigate complex challenges through research-driven, integrated campaigns, with a focus on cultural and multicultural communications that build trust and engage diverse communities.

CORE COMPETENCIES

- Integrated Strategic Communications
- Public Information Campaigns
- Public Relations & Media Relations
- Integrated Marketing & Advertising Campaigns
- Multicultural Communications & Cultural Strategy
- Community Outreach & Stakeholder Engagement
- Creative Services (Graphic Design & Video Production)
- Events & Community Activation

DIFFERENTIATORS

- Purpose-built multicultural communications firm specializing in culturally fluent engagement strategies
- Founder with 25+ years in strategic communications and PR, supported by a team with 100+ years of combined PR and marketing experience.
- Senior-led team supported by a flexible network of specialized communications professionals

CORPORATE INFORMATION

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PAST PERFORMANCE



California Energy Commission – Cool Air Rebate Program

Strategic communications and media relations supporting a statewide public-facing energy efficiency initiative.



California Housing Finance Agency (CalHFA) – Mortgage Relief / CalAssist

Public information outreach and strategic communications supporting a statewide homeowner assistance program.



Visit Sacramento

Multicultural communications strategy and culturally informed storytelling supporting tourism promotion and engagement with diverse communities.



La Familia Counseling Center – Ask a Nurse Campaign

Advertising and public education campaign supporting access to trusted health information within Latino communities.



California Manufacturers & Technology Association – Women Making California

Event marketing, communications strategy, and execution support for a statewide leadership event.



Sacramento County Department of Public Health

Creative services, videography, and paid advertising to promote COVID-19 vaccination and educate the Latino community on its benefits.



Sacramento Hispanic Chamber of Commerce

Targeted media relations, content creation, and stakeholder engagement supporting Hispanic and minority-owned businesses in Sacramento during the pandemic.

CERTIFICATIONS

California Small Business (DGS): 2027016
WBE, MBE: 25001203
WOSB, EDWOSB: 51449
CMAS Contract Holder

NAICS & UNSPSC

NAICS:	UNSPSC:
512110	80170000
541430	80171600
541613	80171800
541810	80171801
541820	80171803
541830	80171907
541910	80172000
541930	82101500
	82110000
	82131603

SELECT KEY
CLIENTS:

