

Zion Pal

Crisis Communications · Reputation Management · Litigation PR

Los Angeles, California · mr.palzion@gmail.com

linkedin.com/in/zionpal · zionpal.com

PROFILE

Strategic communications professional working in crisis and litigation PR. Background spans agency client work, corporate communications, and founding and operating a California notary public business. Skilled in media intelligence research, reputation risk analysis, and verified media list construction in Cision.

EXPERIENCE

Public Relations Intern

April 2026 – Present

The Source PR — Crisis and litigation PR firm, Los Angeles

- Build verified media lists in Cision across legal, sports, entertainment, and political verticals for active client matters
- Conduct intelligence research and reputational risk analysis on prospective and active matters
- Compile strategic briefings and media landscape assessments across litigation PR and reputation management
- Support media outreach and pitching across active accounts

Public Relations Intern

April 2026 – Present

ChronicPR — Cannabis and wellness public relations agency, Los Angeles

- Support press release development and distribution across active client accounts
- Contribute to media outreach in support of brand and partnership initiatives

Founder and Owner

October 2022 – Present

Maddogz Notary and Docs — Independent notary public business, Orange County

- Founded and built the brand, positioning, and client strategy from the ground up, targeting law firms, talent agencies, production companies, and deal teams that need fast, discreet, reliable notarization
- Coordinate a vetted network of commissioned, bonded, and insured independent notaries while owning the client relationship, scheduling, dispatch, and billing
- Structured the company around recurring on demand service, building predictable revenue and long term firm relationships instead of one off jobs
- Maintain strict compliance with California notary law, including identity verification, fraud prevention, confidentiality, and document authentication

Mobile Expert

April 2023 – April 2026

T-Mobile — Laguna Niguel, California

- Built a recurring client base across consumer and small business accounts, consistently ranking among top performers for retention and growth
- Translated complex technology and service offerings into clear, decision-ready recommendations across varied industries

- Mentored newer team members and led account development conversations across the store team

Project and Communications Coordinator

October 2024 – March 2025

Palcrete — Riverside, California

- Managed corporate communications across multiple active construction projects, aligning messaging across clients, stakeholders, and leadership
- Drafted executive communications and presentations supporting business development and client-facing initiatives
- Coordinated project timelines, vendor communications, and internal reporting across multi-project execution

Land Surveyor Technician

March 2019 – May 2022

SPB Technical Services — Southern California

- Supported field operations across construction staking, topographic surveys, and ALTA mapping projects
- Operated theodolites, automatic levels, and reflector prisms for field measurement and construction layout

L E A D E R S H I P

Director of Membership

2026

Public Relations Student Society of America — Frank Winston Wylie Chapter, CSULB

- Lead membership growth, retention, and engagement for a nationally affiliated PRSSA chapter
- Manage member communications, recruitment campaigns, and chapter-wide events including the Spring Social
- Build relationships with prospective members, faculty, and industry partners to strengthen chapter visibility

Director of Communications

2025 – 2026

Public Relations Student Society of America — Frank Winston Wylie Chapter, CSULB

- Directed all chapter communications across digital, social, and campus channels
- Built and executed content strategy across Instagram, email, and member-facing materials
- Managed brand consistency, voice, and messaging across all chapter-produced communications

E D U C A T I O N

California State University, Long Beach

2026

Bachelor of Arts, Public Relations, Advertising, and Applied Communication

Santiago Canyon College

2024

Associate of Arts, Communication, Liberal Arts, Social and Behavioral Science

S K I L L S A N D T O O L S

Strategic Communications · Crisis Communications · Reputation Management · Litigation PR · Media Relations · Media Intelligence Research · Narrative Strategy · Issues Management · Executive Communications

Cision · Adobe InDesign · Microsoft Office · Google Workspace · Qualtrics · Canva