

ZION PAL

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PROFESSIONAL SUMMARY

Strategic communications professional with experience in organizational leadership, brand messaging, stakeholder engagement, and event coordination. Skilled in managing multi-channel communications, building professional relationships, and translating complex information for diverse audiences. Currently completing a B.A. in Public Relations with hands-on experience in corporate communications, sales strategy, and chapter leadership. Passionate about the intersection of communications, law, and entertainment.

EDUCATION

California State University, Long Beach

Expected December 2026

Bachelor of Arts in Public Relations

Santiago Canyon College

Associate of Arts in Communication, Liberal Arts, Social & Behavioral Science

LEADERSHIP EXPERIENCE

Director of Membership | PRSSA – Frank Winston Wylie Chapter, CSULB 2026 – Present

- Lead recruitment strategy and execute a 90-day onboarding plan to grow and retain chapter membership.
- Coordinate outreach across campus channels and manage member communications to drive engagement and participation.
- Collaborate with executive board to plan events, professional development workshops, and industry networking opportunities.
- Serve as primary point of contact for prospective members, representing the chapter at campus events and info sessions.

Director of Communications | PRSSA – Frank Winston Wylie Chapter, CSULB 2025 – 2026

- Directed all chapter communication initiatives, ensuring consistent and strategic messaging across digital and campus channels.
- Managed social media, newsletters, and public outreach to increase engagement and organizational visibility.
- Led content creation and publication planning to promote member achievements and organizational goals.

PROFESSIONAL EXPERIENCE

Project & Communications Coordinator | Palcrete Inc., Riverside, CA 2024 – 2025

- Managed corporate communications across multiple construction projects, aligning messaging with client and stakeholder expectations.
- Drafted professional reports, emails, and presentations for leadership, supporting external and internal communications.
- Assisted leadership in presenting company capabilities to potential clients and investors.
- Coordinated project timelines, vendor documentation, and internal communications to support efficient project execution.

Mobile Sales Expert | T-Mobile, Laguna Niguel, CA 2023 – Present

- Consistently exceed sales targets by identifying client needs and delivering persuasive, tailored product presentations.
- Build customer trust, retention, and loyalty through clear communication, professionalism, and personalized service.
- Collaborate across departments to improve internal processes, customer experience, and brand consistency.

California Notary Public | Self-Employed, State of California 2022 – Present

- Conduct notarizations for legal, financial, and real estate documents in full compliance with California state regulations.
- Verify identities, administer oaths, and maintain accurate documentation to uphold professional and legal standards.
- Coordinate with clients, title companies, and escrow officers to facilitate efficient document processing.

SKILLS & PROFICIENCIES

Strategic Communications | Stakeholder Engagement | Brand Messaging | Crisis Communications | Event Coordination | Social Media Management | Public Speaking | Microsoft Office Suite | Google Workspace | Client Relations | Project Coordination | Legal Document Processing