

Brenda Deeley

"Brenda is the best PR project manager I have ever worked with and was key to the success of the Groundwater Replenishment success and the Silver Anvil award. I would recommend her without hesitation!"

Ron Wildermuth (retired)

Former Director of Communications,
Orange County Water District

"Brenda is one of the most outstanding public and community relations professionals I have ever worked with. She is an outstanding verbal and written communicator and as a former client, I can say that she continually exceeded my expectations on every project. I know we will continue to work together whenever possible."

Debra Legan

Former VP of Marketing &
Communications, Hoag
VP of Marketing & Communications,
PIH Health

Client Experience:



HCA ASR

Public Relations/Public Affairs/Community Relations Strategist

Award-winning senior level public relations and public affairs strategist with business development and staff management responsibilities. Public and private sector clients include airports, hospitals, nonprofit organizations, water districts, transportation agencies, financial institutions and economic development corporations.

Client Experience Highlights

Mesa Water District (2021-Present)

- Provide strategic communications counsel and oversee public affairs department team to ensure high performance.

CHOC (2010-Present)

- Provide strategic counsel for major communications initiatives and issues management, as needed and media train hospital leadership.

Irvine Ranch Water District (2018-2021)

- Managed public outreach for the Syphon Reservoir (recycled water) Improvement Project public outreach program.

Pomona Valley Hospital Medical Center (2013-2021)

- Led local media relations campaign.
- Provided crisis communications counsel on issues including union negotiations and organizing activity, communicable diseases and infections (e.g., COVID-19, Ebola, C.diff, CRE, measles exposure and norovirus outbreak), corporate and other hospital-related issues (e.g., CEO compensation, health insurance contract disputes, birth tourism and perceived, unfounded HIPAA violations).

San Diego International Airport and Airport Authority (2007-2017)

- Senior team leader for nationally-award winning public outreach campaigns for complex and potentially controversial major capital improvement projects:
 - Superior Achievement in Branding Reputation & Engagement (SABRE) Gold Award, The Holmes Report, 2016 and 2012
 - PR Campaign of the Year, Airports Council International-North America, 2014
 - Silver Anvil, Public Relations Society of America, 2011
 - PRWeek Awards Honorable Mention, 2011
 - Award of Excellence, Public Relations Society of America, 2009

Hoag (2008-2011)

- Led national media relations, crisis communications and community relations for new hospital.

Boise Valley Economic Partnership (2006-2009)

- Led national business attraction media relations campaign.

Orange County Water District (2001-2005)

- Led public outreach to build support for the largest water purification project in the world that purifies sewer water into drinking water. There was never any public opposition to this project.
 - Silver Anvil, Public Relations Society of America, 2006

Employment History

CEO | Brenda Deeley PR, LLC | October 2017-Present

Executive Vice President & Global Client Service Excellence Leader | Porter Novelli, Inc. (NYSE: OMC) | 2002-September 2017

Consultant | Porter Novelli, Inc. | 2001-2002

Community Relations Director | The Wooden Floor (formerly known as Saint Joseph Ballet) | 1999-2000

Counselor | Nelson Communications Group (acquired by Porter Novelli) | 1997-2000

Executive Director | San Diego County Citizens Against Lawsuit Abuse | 1995-1997

Operations Director/Acting General Manager | KZAZ-FM, NPR Affiliate | 1991-1995

Radio Announcer | KGMI-AM | 1990-1991

Education

MA Political Science/Public Policy & Administration | Western Washington University | 1997