



Amanda Dominguez

Director of Public Affairs

With over 10 years of experience in coalition-building and community engagement, Amanda navigates roles that bridge government, nonprofit, and corporate sectors. As the Director of Public Affairs at The Campaign for College Opportunity, she passionately leads initiatives to advance college accessibility. Her extensive background in managing public relations campaigns and engaging diverse stakeholders has solidified her foundation in marketing and political campaigns, particularly in reaching communities of color.

Amanda's drive is deeply rooted in her family's journey from Veracruz, Mexico, and La Paz, El Salvador, instilling in her a profound sense of purpose and responsibility. Growing up in a vibrant, passionate family—her father, mother, maternal grandmother, and three older sisters—shaped her approach to life and work, deepening her commitment to public service and social justice.

Her early experiences in the LAUSD system highlighted the privileges she received in assuming leadership roles and the importance of understanding the nuances of privilege, acculturation, and assimilation. Amanda embraces the duality of her heritage while contributing to a broader community, striving to leverage her strengths and foster inclusivity.

Amanda excels in overseeing campaign execution and fostering collaboration among state departments, media agencies, and community-based organizations (CBOs). Her roles with

the California Department of Toxic Substances Control and the California Department of Industrial Relations have allowed her to build lasting relationships with stakeholders, uniquely positioning her to make a meaningful impact.

She has played a crucial role in developing and executing statewide public information campaigns focused on workplace and residential health and safety, as well as workers' rights. Amanda has effectively implemented regionally appropriate language translations to engage diverse communities and managed high-visibility projects, interfacing with stakeholders, including elected officials and community groups. Her versatility extends to public education, community relations, and political campaigns tailored to reach communities of color. Her strategic communication consistently drives impactful results.

Amanda is deeply dedicated to bridging people to resources, simplifying bureaucracies, and advancing higher education.