

Kayla Gibbons



Kayla Gibbons joined KP Public Affairs in September 2015 as the receptionist, later joining the PR team in October 2021. Bringing her organizational skills for building third-party outreach lists for multiple clients and knowledge with Legislative information. Kayla has worked closely with the KP Advocacy Team, PR Team, and legislative staffers throughout the years.

Experience:

- More than five years' experience at KP Public Affairs
- Previous work with state clients as part of the public relations team
- Knowledgeable in media research, monitoring, and outreach strategies
- Knowledgeable in Microsoft Office Suite; Excel, Word, Presentation
- Experienced with social media and design
- Experienced with tracking and reporting on legislation and understanding bill language
- (January 2020 – April 2020): Assisting with building a

contact list of active cannabis retailers for the Bureau of Cannabis Control “Get #weedwise” campaign

- (May 2020 – Present): Creating an expansive third-party outreach list as well as reporting numbers and social media outreach for California Governor’s Office of Emergency Services Earthquake Warning California

Education:

- Associates Degree in Social Sciences from American River College

CONTACT INFORMATION

621 Capitol Mall, Suite 1900

Sacramento, CA 95814

Main: 916-448-2162

Fax: 916-448-4923

E-Mail: kgibbons@ka-pow.com