

Amanda Fine
Public Relations
Class of 2010



By Jacqueline Moreno

Amanda J. Fine graduated from Fresno State in 2010 with a bachelor's degree in mass communication and journalism (MCJ) with an emphasis in public relations. Fine knew that she wanted to make the most of her college experience and to be involved. During her time at Fresno State, Fine was involved in the Public Relations Student Society of America (PRSSA) from 2008-10. She served not only as a member, but as president during her third year. During her presidency, Fine and fellow PRSSA board members founded the Fresno State public relations club T.A.L.K.

Fine was not always a public relations major. She originally was a history major and during the fall semester of her second year she emailed Prof. Betsy Hays and signed up for MCJ 152S on a whim. From that point on, she knew it was a done deal and officially became an MCJ major.

What Fine loved most about the MCJ program was all of the opportunities it provides students, the professional experience that is gained, and the connections you leave with.

"I will be forever indebted to the MCJ department," Fine said. "Every professor there wants the best for you. They provide you opportunities to grow and let you tap into their own network while at the same time teaching you inside and outside of the classroom. The MCJ department wants you to walk away with more than just a diploma. They want you to walk away with experience."

After graduation, Fine's first job in the public relations field was as social media coordinator at Valley Children's Hospital. In addition to managing their social media outlets, Fine also assisted the public relations manager with media inquiries, hospital visits and outside marketing events.

Fine now works in the Los Angeles area at the law firm Best Best & Krieger LLP as a digital marketing specialist.