

Taylor Gonzalez
Public Relations
Class of 2013



By Cassie McGrath

Taylor Gonzalez came to Fresno State in 2008 straight out of high school, and like many other freshmen, was an undeclared major. She spent her first year exploring different classes and completing most of her general electives. With the influence of some of her friends and teachers, she decided to major in mass communication and journalism with an emphasis in public relations.

“A strong suit of mine has always been the ability to form and maintain quality relationships,” Gonzalez said. “This is a skill that is so important in PR. Connecting with a client on a personal level as well as professional is what enables a successful business relationship.”

“Mass communication and journalism allows for so many different types of opportunities, which she has already experienced in her two years since completing her time at Fresno State,” Gonzalez said.

After graduating from Fresno State in spring 2013, she had the chance to spend some time in Los Angeles. With an ultimate goal of eventually being involved in event planning, she figured, what better place to gain experience than the city of events? She spent one year in West Hollywood, working for a large company named The ONE Group doing PR, marketing, and events.

The ONE Group is a global hospitality company that operates venues that are both restaurants and event locations. In her time there she organized on-site events such as Ne-Yo's pre-Grammy party, Kate Blanchett's pre-Oscars party, multiple movie premier parties, many celebrity birthdays, and off-site events that included food and wine festivals and her

favorite, the Coachella Music Festival. She was in charge of celebrity relations for The ONE Group, and since their venue was located in West Hollywood, celebrities visited weekly.

“Having close interactions and conversations with people I have only seen on television is one way to get over any self-consciousness that often comes when you're fresh out of college,” Gonzalez said. “I wouldn't change that chapter of my life for anything!”

Born and raised in the Bay Area, she has always known that she wanted to end up living and working somewhere near San Francisco. After her eventful year in West Hollywood, she felt as if that adventure was completed and it was time for what's next.

Currently she is living in the Bay Area – much closer to her family – and is working for a consulting firm that specializes in all three of her professional passions: marketing, PR and events. She has clients in the Bay Area and Los Angeles, enabling her to spend time in both areas that she loves. Recently, they organized and hosted an event at Interscope Records in Santa Monica.

Gonzalez said that she is thankful every day for the array of opportunities that have been presented to her.

“None of these opportunities would have been possible without the MCI/ PR program and the teachers who kept me motivated,” Gonzalez said.