



Placer County Office of Education

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Gayle Garbolino-Mojica, County Superintendent of Schools

PRESS RELEASE – FOR IMMEDIATE RELEASE

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**ROCKLIN RESIDENT JOINS PLACER COUNTY OFFICE OF EDUCATION
AS CHIEF COMMUNICATIONS OFFICER**

Auburn, CA – Placer County Superintendent of Schools Gayle Garbolino-Mojica is pleased to announce Michelle Eklund, a Rocklin resident, as the Chief Communications Officer for the Placer County Office of Education.

“As the County Superintendent, I have a strong commitment to excellence and a deep desire to see our students and families thrive throughout our region,” said Superintendent Garbolino-Mojica. “Michelle brings depth of experience and a proven track record in communications and brand management that will continue that same commitment to excellence for the County Office of Education. We are thrilled to have her join our team.”

In her role as the Chief Communications Officer, Ms. Eklund will serve as the Public Information Officer (PIO) for the county office of education representing Superintendent Garbolino-Mojica at community events. She will focus on establishing community-based relationships with school districts/county offices of education, government entities and non-profit organizations to enhance opportunities for youth in the county. Additionally, she will coordinate the formulation, collection, production and dissemination of internal/external organizational communications, social media and marketing including: media relations, website content, social networking sites, periodic publications and special communications/marketing projects.

Ms. Eklund is an award-winning communications professional with nearly 20 years of experience in strategic communications, brand management, online community engagement, publication production, graphic design and marketing. She previously supported the largest children’s advocacy association, California State PTA, as the Assistant Executive Director working to drive improvements in the education, health and well-being of all children and families. Her background also includes nonprofit experience in industries such as leadership development, healthcare and travel and tourism.

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Ms. Eklund holds a Bachelor of Arts Degree in Communications from California State University, San Bernardino and is a member of several professional groups including the California Schools Public Relations Association. Originally from Southern California, Ms. Eklund and her family relocated to Northern California in 2011 and reside in Rocklin.



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About Placer County Office of Education

Situated in the Sierra Foothills, Placer County Office of Education (PCOE) serves more than 68,000 students in sixteen individual school districts across Placer County. In order to serve the students of Placer County, PCOE provides an array of programs and service to meet student needs. This task is accomplished by providing high quality specialized programs for students; recruiting, retaining, and developing highly qualified staff; and monitoring fiscal accountability and expenditures of our tax. For more information, please visit www.placercoe.k12.ca.us.

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