

De Alba Communications

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Victoria is a national news Emmy Award-winning former journalist-turned-media relations & PR professional, and president of De Alba Communications with offices in San Francisco and Pacifica, California. Her well-established professional background includes television journalism and investigative reporting, with positions held at the Center for Investigative Reporting, Inc., San Francisco; ABC/7 KGO-TV, San Francisco; and CBS KOVR TV-13, Sacramento.

Victoria Sánchez De Alba is passionate about helping create a more socially responsible world. She is known for her energy, creativity, passion and persistence in using best practices for accessing local, regional and national media. She has a well-established reputation for developing and implementing successful, proactive internal and external image-building strategies and public relations campaigns. Fluent in both English and Spanish, Victoria maintains strong relationships with mainstream and multicultural media across the U.S.

Victoria grew up in the Salinas Valley in California and worked in the fields as a teenager, harvesting produce and fruit. Therefore, she is sensitive to the issues faced by working families regarding health, benefits, working conditions/pesticides and social inequalities. As a professional journalist, Victoria wrote and produced a broad range of socially responsible stories for daily broadcast shows. Some highlights include coverage of the California State Legislature, and stories relating to poor/working class health status disparities of various races and ethnic groups; public education K-12 and higher education, environmental issues, workplace and workers rights, gay/lesbian concerns and domestic abuse issues.

She has also covered issues related to connecting low-income school children to the Internet, and has done extensive investigative research on various political, cultural and social issues that significantly impact California and the U.S. at large, including high technology.

Victoria since transferred those skills to her own Public Relations agency to lead highly successful mainstream and multicultural public relations and communication campaigns. De Alba Communications raises public awareness and offers a wide range of strategic, integrated communication services, ensuring targeted key message outreach for corporations, businesses and non-profit organizations in the consumer products and services, education, foundations, finance, government, health, politics, real estate, and technology industries. She has also used her communications prowess on political campaigns for California state and local measures/propositions and officials.

Victoria is an active member of Public Relations Society of America and the National Association of Hispanic Journalists.

Victoria received her Bachelor of Arts in Mass Media, with emphasis in Media Law, from the University of San Francisco, San Francisco, CA.