



scatenadaniels  
COMMUNICATIONS



## **Arika Daniels**

### *Founding Partner*

Arika Anderson Daniels is the founding partner of Scatena Daniels Communications, a San Diego-based boutique public relations consultancy. Arika is a public relations generalist who can do it all – from strategic planning to media relations, special events and grassroots outreach. She is especially skilled at guiding her clients through tough issues.

Arika is a graduate of San Diego State University and Chapman University's George L. Argyros School of Business, where she obtained an MBA with an emphasis in marketing communications. With nearly a decade of traditional marketing and PR experience, Arika has helped clients big and small put their visions to work.

Prior to Scatena Daniels, Arika was an independent consultant and strategically created and implemented successful PR campaigns for clients such as Dox Box 9-1-1, ElderHelp of San Diego, LINE-X Protective Coatings, Social Betty and more. Before going out on her own, Arika worked at CKPR and achieved measurable results for clients such as Blue Cross Blue Shield of Arizona, University of Phoenix, Universal Technical Institute, The Boys and Girls Club of Greater Scottsdale and City North. She was a key player in shaping the public relations program for several University of Phoenix campuses across the nation. In addition, she helped oversee the launch of Blue Cross Blue Shield of Arizona's annual Walk On! program, a childhood fitness program focusing on getting Arizona's youth get moving. Prior to that, Arika led internal and external communications for Rhino Linings USA, Inc., the worldwide leader of sprayed-on linings, where she increased company branding through media hits in numerous outlets across the globe and also designed a comprehensive communication program for Rhino Linings focusing on mending corporate and dealer relationships.

Arika's work has earned multiple awards from the Public Relations Society of America and International Association of Business Communicators. She currently sits on the boards of the Public Relations Society of America's San Diego Chapter and the SDSU Business Alumni Network, as well as volunteers extra time to ElderHelp of San Diego's Wine & Dine and marketing committees. For fun, Arika enjoys contributing as a founding editor on SoCalPRBlog.com and spending beach time with her husband Bryan and their cocker spaniel Sadie Mae.