



scatenadaniels
COMMUNICATIONS



Denise Scatena

Founding Partner

As founding partner of Scatena Daniels Communications, Denise Scatena has extensive experience creating and implementing effective public relations strategies to achieve successful results for various types of organizations. Her vast experience gives her the perspective of what organizations want to achieve, as well as the goals and desires of their business partners/affiliates.

Within her career, Denise has had the pleasure of working with some of the largest and well-known non-profit organizations in San Diego County. These include ARC of San Diego, East County Family YMCA, Mama's Kitchen, Meals-on-Wheels, San Diego Museum of Man, San Diego North Chamber of Commerce and YWCA of San Diego County. The work performed on their behalf has helped these organizations advance their missions, drive awareness and attendance to fundraising events, and raise critical funds in the hundreds of thousands of dollars.

Additionally, she has worked on tradeshow, events and large-scale tours on the West Coast, including Cirque du Soleil®, Disney on Ice®, Head to Toe Women's Expo (San Diego and Orange County), Ringling Bros. & Barnum and Bailey Circus®, San Diego Boat Show, and the annual tradeshow for the International Health, Racquet and Sportsclub Association. Denise has also led and supported public relations efforts for business brands, including Time Warner Cable, Belmont Park, California Pizza Kitchen, FasTracKids®, L&L Hawaiian Barbecue, Mission Federal Credit Union, Sammy's Woodfired Pizza, San Diego Lending Solutions, University of Phoenix, and the San Diego Wave House®.

Denise is a graduate of Chapman University and San Diego State University, where she obtained a masters in public relations. She is the recipient of several awards from the Cable Television Public Affairs Association and Public Relations Society of America (PRSA). Denise is a former board member for PRSA's San Diego Chapter, and volunteers with the Pug Rescue of San Diego County and Non-Profit Management Solutions. She is also a co-founder and editor of SoCalPRBlog.com In her spare time, Denise enjoys spending time with her husband Joe and their two daughters, Amelia and Corrine.