



**Contact: Jessica Neuman**

**Westbound Communications**

**858.382.5157 (m)**

## **Westbound Communications Grows Outreach and Digital Teams**

*Scott Prusko, Bryan Martinez, and Oscar Palma Start New Roles*

Orange, CA (October 22, 2020) – To expand its community outreach and digital teams, [Westbound Communications](#) has promoted Scott Prusko to account executive and Bryan “Marty” Martinez to assistant account executive. The firm has also hired Oscar Palma as account coordinator.

Prusko joined Westbound in 2018 and has quickly become a leader of digital campaigns for several of the agency’s largest clients. He brings expertise in content creation, graphic design, video production, and community outreach. Prusko’s experience includes ReadyOC, the county’s emergency preparedness program; If You See Something, Say Something, the multi-tiered community strategy focused on preventing terrorism; The County of Orange 2020 Census campaign; and the National Honey Board’s reputation management program. He is a graduate of Chapman University’s Dodge College of Film and Media Arts, having studied public relations and advertising.

Martinez, who joined Westbound as an account coordinator in 2020, has worked with clients on a variety of engagement strategies ranging from grassroots communications to online marketing. His background as a campaign coordinator provided him with the skills to support client’s initiatives including the Registrar of Voters and COVID-19 campaigns for the County of San Bernardino; the Census campaign for the County of Orange; and OC Streetcar for Orange County Transportation Authority. He is an alum of the University of California, Riverside, having received his B.S. in sustainability studies with a minor in political science in 2017.

Palma specializes in community relations to support Westbound’s public and stakeholder outreach. Palma, who is bilingual in Spanish, joined the firm as an intern in 2019 and has worked on numerous projects including Each Mind Matters-Promise to Talk, a mental health stigma reduction initiative; AlertOC, the county’s mass notification system; and Cal Optima’s ongoing social media efforts. He is a graduate of California State University, Fullerton, with a B.A. in communications, entertainment and tourism.

“It is a pleasure to recognize the outstanding work of these three professionals. At Westbound, we take pride in nurturing young talent and are delighted to see Scott, Marty, and Oscar take on even more challenging roles within our firm,” says Linda Shipkey Martin, APR, partner at Westbound Communications and general manager of the Orange County office.



**About Westbound Communications:** Westbound offers a best-in-class team of branding strategists, social marketers, media and community relations specialists, content generators and behavioral scientists. With offices in Orange and Riverside, Westbound is proud to work with our valued clients to address any communication challenge.

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