

Alissa Zito Cruz

Senior Lecturer of Public Relations at Loyola Marymount University

Los Angeles, CA, US

Communication Studies in the College of Communication & Fine Arts

Biography

Alissa Zito Cruz has been as adjunct professor for public relations at LMU since 2012. Serving as senior lecturer, Professor Zito Cruz introduces public relations minors to the industry through her Principles of Public Relations course. She previously served as advisor to LMU's chapter of the Public Relations Student Society of America, and served on the advisory boards for both LMU Magazine and the university's Alumni Association. Concurrently, Professor Zito Cruz serves as the executive director of communications for Step Up, the nonprofit mentorship organization that guides girls, and those who identify with girlhood, to their success. In this role, Professor Zito Cruz has steered the organization through two brand refreshes and streamlined messages that articulate Step Up's impact. Through partnerships with Oprah's Live the Life You Want Tour, Teen Vogue Summit and others, she increased awareness of Step Up's vision of a world where all girls have the opportunity to define and pursue their unique dreams of success. She secured media coverage for the organization in respected outlets including The New York Times, Los Angeles Times, The Nonprofit Times, People, Variety, and on TODAY, Entertainment Tonight, the KTLA 5 Morning News and more. Facing the pandemic cancellation of events including Step Up's Inspiration Awards, Professor Zito Cruz led the creation of a digital summit, Step Up Together. In its inaugural year, the day of content for changemakers garnered over 3,400 registrants from 12 countries and raised more than \$600,000 for Step Up's mentorship programs for girls. In addition to working on the concept for the event, she managed content for the day's 44 sessions, and booked talent and executive speakers. Her work involves managing Step Up's brand, messaging, media relations, content, digital marketing, speaking engagements and talent relations. She also supports partnerships that involve media and talent.

Industry Expertise

Sport - Amateur, Public Relations and Communications, Non-Profit/Charitable

Affiliations

Public Relations Society of America

Education

Loyola Marymount University
MBA Business Administration

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