



DOWNTOWN LONG BEACH ALLIANCE

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FORMER YELP COMMUNITY DIRECTOR NAMED DLBA COMMUNICATIONS MANAGER

Hazel Quimpo to advance DLBA's presence in both online and national media sources.

LONG BEACH, Calif. (November 4, 2016) – The Downtown Long Beach Alliance (DLBA) is pleased to announce its recent hire of Hazel Quimpo, who will join the DLBA team as Communications Manager. In addition to managing traditional public relations matters, Quimpo will be responsible for developing the voice of DLBA and continuing to grow the DLBA's social media presence.

“Hazel’s background in both traditional and digital media is a welcome addition to the DLBA team,” Kojian said. “Her proven experience will help keep both existing and new developments in Downtown Long Beach on the nation’s radar.”

An alumna of CSULB, Quimpo comes to DLBA with multi-faceted experience in events, PR, community management, and marketing. Locally, she has managed events and coordinated marketing for both The Museum of Latin American Art and The Long Beach Museum of Art. Following her tenure with the local art institutes, she launched the Orange County and Long Beach communities for Yelp where she grew their newsletter to over 500,000 subscribers and regularly appeared in local media.

Quimpo started her own business as an events and media consultant in 2012, where she met the CEO of Santa Monica-based tech startup, Sensay and became employee number 4. Under her management, the Sensay community grew from zero to over one million users before the company closed a \$5 million round of funding.

Transitioning her career back to a focus on local endeavors has been key for Quimpo. “I am very passionate about the Long Beach community, and Downtown in particular, so joining the DLBA team is very exciting to me,” Quimpo, a Long Beach resident, said. “Keeping all of the development and events in Downtown Long Beach front and center in the media is one of my main goals, as well as continuing to be the go-to source for the latest DTLB news.”

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About the DLBA: The Downtown Long Beach Alliance is a non-profit organization operating on behalf of the property owners and tenants of the Business Improvement District. It is dedicated to the management, marketing, security, maintenance, advocacy, and economic and community development of the assessment districts in cooperation with the City of Long Beach and the private sector. For additional information, please see www.downtownlongbeach.org.

