



**FOR IMMEDIATE RELEASE**

**DLBA HIRES JENNIFER ARENAS AS  
SOCIAL MEDIA AND DIGITAL MARKETING MANAGER**

*Role will focus on growing social channels and website channel traffic.*

**LONG BEACH, Calif.** (July 24, 2018) – Downtown Long Beach Alliance (DLBA) recently hired Jennifer Arenas as its Social Media and Digital Marketing Manager in an announcement made by Kraig Kojian, President and CEO.

Arenas will be responsible for managing all of DLBA's social media platforms, its [DowntownLongBeach.org](http://DowntownLongBeach.org) website and all related-channels. Expanding and engaging DLBA's social and digital reach is in alignment with its communication goals established in the [Vision 2020 Strategy Plan](#).

"As a community-driven organization committed to leading, creating, cultivating and connecting with our many partners, it is crucial that we optimize our communication channels to reach stakeholders, visitors and potential investors," stated Kojian. "Jennifer's addition to our team will enable us to more consistently communicate through our social channels and engage with our diverse community."

A graduate of California State University, Long Beach, Arenas' previous experience with the City of Long Beach as Digital Communications Coordinator enabled her to establish relationships with key community partners and work collaboratively on a citywide communication strategy with strong application of social media campaigns. Additionally, Arenas worked as Marketing and Communications Assistant for Forty-Niner Shops Inc. increasing their social media efforts across multiple platforms and profiles with resulting engagement and follower lift.

Arenas shared that, "I love Long Beach and with all of the amazing development happening in our Downtown, I could not be more excited to be joining the DLBA team. I look forward to helping people experience Downtown while highlighting how unique and innovative DTLB is, as well as show that it is a cool place for everyone."

**###**

**About DLBA:** The Downtown Long Beach Alliance is a non-profit, community-based organization whose mission is to cultivate, preserve and promote a healthy, safe and prosperous Downtown. By balancing the interests of the residents, as well as businesses, the DLBA creates tangible progress by way of vested interest and solidified partnerships across local, municipal, and commercial lines. For additional information, visit [www.downtownlongbeach.org](http://www.downtownlongbeach.org).

**CONTACT:**

Christina Mancebo  
Marketing & Communications Manager  
[christinam@dlba.org](mailto:christinam@dlba.org)  
(O): 562-485-3131