



Michelle Rodriguez
Film Liaison
Film Oasis, Greater Palm Springs CVB

Utilizing 19+ years of experience in entertainment and publicity, Michelle Rodriguez joined the Visit Greater Palm Springs Convention and Visitors Bureau as Film Liaison earlier this year.

Prior, Michelle held the position of Director of Media Relations & Publicity at the Los Angeles Tourism & Convention Board, overseeing all media relations outreach on behalf of the Bureau. Prior to joining LATCB she served as head of Communications for Visit Santa Barbara where she oversaw all communications efforts domestically and internationally. Through her efforts at Visit Santa Barbara the destination landed on the cover of Travel + Leisure and she increased media values from \$2.5 million to \$24.8 million through a strategic PR campaign.

Michelle's PR career began in the music industry at Interscope Records, followed by a focus in Film and Television PR where she handled clients such as Miramax Films, Lionsgate Entertainment and CBC Television Canada. Michelle studied Film at UCLA and is a Palm Springs resident.

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