

KAMARRI DATES

DIRECTOR OF PUBLIC RELATIONS



Kamarri Dates is the director of public relations at Cool Code Clothing. She manages relationships with important media outlets and fashion industry connections. She is also responsible for creating and pursuing story ideas and media outreach, as well as managing details and logistics for important Cool Code events and public relations and overseeing all Cool Code charitable initiatives.

Dates earned her Bachelor of Arts degree in public relations with an emphasis on strategic communication and critically inclined writing from the Annenberg School of Communication and Journalism at the University of Southern California. Through this program she perfected her skills in strategic communication, writing, production, and promotion.

Before Cool Code, Dates served as an Outreach Team Associate for the Sacramento, California branch of StudentsFirst, an education reform organization based out of Washington D.C. There, she would assist in the planning and execution of events and informational presentations to students, parents, politicians, and many other education leaders about making improvements to the California school system.

Prior to joining ST. HOPE, Dates worked as a Freshman Summer Bridge Associate at ST. HOPE Public Schools' Sacramento Charter High School, a college-prep, charter high school located in Sacramento, California. Also, she worked at the Herman Ostrow School of Dentistry, also at USC, as a Program Assistant for the Continuing Education department.

While in attendance of USC, Dates volunteered for ST. HOPE's Edible Schoolyard initiative known as Edible Sac High during her summers. There, she developed and pitched a presentation for Sacramento High School's (Sac High) leadership class to begin a school-wide campaign to start a garden. Once the students began their garden and related clubs, Dates participated in organizing and took part in the groundwork done by the students to make Edible Sac High a successful community nutrition project.

Today, Dates resides in her hometown of Sacramento, California with her family.