

## Gemma Goebel

Associate I

California Product Stewardship Council (CPSC)

Gemma joins California Product Stewardship Council (CPSC) with a background in public affairs and project coordination, bringing experience in public relations, campaigns, and community engagement through narrative development.

In her public affairs work, she supported a variety of clients across nonprofit, private, and state government sectors. Gemma specialized in strategic communications, media relations, grassroots organizing to support client policy objectives, policy analysis, and social media campaign development.



Gemma graduated from California State University, Chico in 2021 with a degree in Political Science and Psychology. During her senior year, she was a fellow with the Michigan Democratic Party, contributing to the 2020 presidential election campaign, and a research intern with the League of Women Voters of Butte County, supporting voter education efforts. Following graduation, she worked as an organizer with Groundwork Campaigns during the California gubernatorial recall election.

Gemma worked as a Project Coordinator in the client division at Sacramento News & Review, where she focused extensively on environmental communications and policy. In this role, she conducted research and policy analysis on key environmental issues, including organic waste, clean energy, hazardous waste, water conservation, and product stewardship. Gemma also supported narrative development and community outreach efforts, and contributed to environmental coverage on SN&R. In her role at CPSC, she will lead campaigns that advance product stewardship and environmental policy goals, drawing on her experience in messaging, outreach, and legislative analysis.

Contact Gemma at [Gemma@calpsc.org](mailto:Gemma@calpsc.org) or via [LinkedIn](#).