

Omnitrans Selects Nicole Ramos as Director of Marketing & Communications

(San Bernardino, CA) Nicole Ramos was recently selected as Director of Marketing and Communications at Omnitrans, bringing more than 20 years of transit communications and management experience to the position.

Ramos will oversee and guide a team of 16 employees to implement all aspects of marketing and communications for the agency including campaigns, customer service, promotions, partnerships, outreach, customer satisfaction, growth-based initiatives and team development for San Bernardino County's largest public transit provider.



Nicole Ramos, Omnitrans Director of Marketing & Communications

"With her expertise, enthusiasm and constant desire to excel, I am excited to see Nicole elevate Omnitrans' presence among our community and those we serve," said Interim CEO/General Manager Erin Rogers.

"It has been my pleasure to represent Omnitrans' customer service and marketing efforts for the past 19 years, and I look forward to leading that team to support Omnitrans' dynamic growth and sustainable future," said Ramos.

After beginning her transit career at Foothill Transit, Ramos joined Omnitrans as a Marketing Specialist in 2001. She was promoted to Outreach Specialist in 2009, became Marketing Manager in 2014, and has most recently served as Interim Director of Marketing since last October.

Her tenure at the agency includes initiatives including co-founding the Transit Community Outreach Group and implementing Omnitrans' Travel Training Bus program. In her new role, Ramos also will serve as chief spokesperson for the agency.

Ramos is a graduate of the University of La Verne.