

STEPHANIE SANCHEZ

281-840-3366 | stephaniesg22@gmail.com

Strategic communicator, community connector, and creative storyteller. As a seasoned public information officer, I specialize in making complex development processes clear and accessible through engaging internal and external communications. Whether managing media relations, leading marketing campaigns, or crafting messaging that resonates, I build trust and foster meaningful connections. I navigate high-stakes situations with a human-centered approach, ensuring transparency and clarity across digital and traditional media. Bilingual and skilled in crisis communication, I create content that informs, empowers, and strengthens relationships within the community and across organizations.

WORK EXPERIENCE

SR. PUBLIC INFORMATION OFFICER

Development Services Department, Austin, TX | Oct. 2023 - Present

- Develop and execute internal and external campaigns to enhance awareness and engagement.
- Manage high-stakes media inquiries and crisis communication to ensure transparency and public trust.
- Create targeted content and marketing strategies across digital, print, and media channels for maximum impact.
- Strengthen internal communication through internal campaigns and cross-department collaboration.
- Drive social media strategies to expand reach, boost engagement, and enhance community connections.
- Strategically coached executives and staff for media and City Council interviews to support effective public communication and decision-making.

COMMUNICATIONS COORDINATOR

Houston-Galveston Area Council, Houston, TX | Dec. 2021 - Oct. 2023

- Led successful internal and external marketing campaigns, driving engagement and communication
- Played a pivotal role in Spanish media outreach, creating meaningful connections with diverse audiences and expanding the organization's reach.
- Leveraged SharePoint to create and maintain internal newsletters, automate content distribution, and enhance staff collaboration through document management and workflow tools.
- Skillfully executed external communications through social media, effectively promoting the organization's initiatives and increasing brand visibility.
- Orchestrated outreach efforts in the transportation sector, facilitating collaboration and building partnerships.
- Strategically managed organic and paid media campaigns, optimizing results and maximizing ROI, including radio advertisements to reach a diverse audience.

BILINGUAL CONTENT DEVELOPER / DIGITAL MEDIA SPECIALIST

Harris County PCT 2, Houston, TX | June 2019 - Dec. 2021

- Initiated and managed Precinct 2's blog, enhancing community engagement.
- Supported external monthly newsletters for improved communication and engagement.
- Established Harris County Precinct 2's LinkedIn profile to expand its digital presence.
- Produced and edited mission-driven videos for Commissioner Adrian Garcia.
- Designed and managed effective marketing campaigns.
- Monitored and managed social media performance.
- Published press release in Houston Bay Area Magazine (2019).
- Supported crisis communications as well as media outreach during emergencies.

PUBLIC RELATIONS / ADVOCACY & OUTREACH

AARP, Houston, TX | Dec. 2018 - May 2019

- Authored compelling articles to promote AARP in the Brownsville and Houston regions, increasing brand visibility and engagement.
- Assisted in producing and executing the AARP podcast "Prepare to Care," enhancing communication with the audience and showcasing valuable resources.
- Created impactful videos promoting AARP's culture, values, and mission, reinforcing the organization's message and strengthening brand identity.
- Collaborated effectively with AARP Volunteers, facilitating bilingual communication during events and expanding outreach to diverse communities.
- Played a key role in planning and executing AARP community events across Houston, fostering meaningful connections and driving community engagement.

STUDENT JOURNALIST

Campus Media Networks, Coog TV, Houston, TX | Feb. 2016 - Feb. 2018

- Produced engaging and original content for a multimedia news platform catering to the University of Houston's diverse demographic, effectively connecting with the target audience.
- Successfully organized and marketed various events that contributed to building a stronger sense of community among UH students, enhancing their university experience.
- Demonstrated proficiency in daily management and monitoring of multiple social media channels, actively engaging with the UH student community and amplifying the platform's reach.

PART-TIME VOLUNTEER

90.1 KPFT, Houston, TX | Oct. 2015 - Jan. 2016

- Actively supported KPFT's staff and participated in the station's community events.
- Managed phone lines efficiently, connecting callers on air to engage with radio hosts.
- Maintained the station's playlist database by uploading playlists for weekly shows.

BILINGUAL STUDENT JOURNALIST

KSHU-TV 7/ 90.5 FM The Kat, Huntsville, TX | Jan. 2013 - June 2015

- Gained hands-on experience in researching, writing, and presenting news stories for radio and television.
- Proficiently operated editing software and equipment to produce high-quality audio and video content for broadcast.
- Conducted interviews with various subjects, including students, faculty, and community members, developing strong interviewing techniques.
- Demonstrated the ability to craft engaging and informative scripts for news segments, enhancing my storytelling capabilities.
- Acquired a solid understanding of broadcasting equipment, including cameras, microphones, and editing software, ensuring smooth production processes.

EDUCATION

BA in Broadcast Journalism
Minor in Spanish
University of Houston

SKILLS

- Public Relations & Media Management
- Strategic Communications & Messaging
- Community Engagement & Outreach
- Social Media & Digital Marketing
- Bilingual Communication (English & Spanish)
- SharePoint & Internal Communications

CERTIFICATIONS

Smart Social Media Secrets
Sep. 2020

REFERENCES AVAILABLE UPON REQUEST