



Educator & Consultant

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SABRINA

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A graduate of the University of Alabama with a B.A. in public relations and double major in American studies, Sabrina began her marketing career in 1997 at Alabama Public Radio in Tuscaloosa. In 2001, she moved back home to Northwest Florida, where she served in various marketing roles before receiving her Accredited Public Relations (APR) designation, making her the second-youngest accredited practitioner in the country at the time.

Sabrina began a new journey in 2006, when she opened Insight Marketing Communications, Inc., a successful integrated marketing communications agency. In five years as Insight's owner and creative director she operated offices in Navarre, Panama City and Phoenix that served clients in a variety of industries including government, non-profit, higher education and professional services. During that time she also earned an M.S.A. in public administration from the University of West Florida and eventually began teaching as a member of UWF's adjunct faculty in the Department of Communication Arts.

In the summer of 2011, Sabrina accepted the position of executive director of UWF's Marketing & Creative Services (M&CS) department. She continued to serve as an adjunct instructor and as managing Editor of the university's alumni magazine. During her three years with M&CS, Sabrina and her team successfully accomplished a number of "firsts" for the university, including implementation of a content management system (CMS) for UWF's entire 50,000+ page web presence, establishment of marketing metric reporting dashboards based on the university's strategic plan and the development of the nationally award winning UWF Brand Ambassador program.

In August 2014, Sabrina accepted a full-time Communication Arts faculty position at UWF and continues to teach advertising courses and serves as the university's faculty advisor for the American Advertising Federation (AAF) National Student Advertising Competition (NSAC) team. In 2015 she was also named a Quality Enhancement Plan (QEP) Fellow, managing one of only two pilot projects selected within the university to further high-impact practices on campus.

Over the course of her career, she and her talented creative teams have earned numerous local, regional and national awards from the AAF, the Southern Public Relations Federation (SPRF), the Florida Public Relations Association (FPRA), the Council for Advancement and Support of Education (CASE), Graphic Design USA magazine and the Tellys, just to name a few. Sabrina has also served in numerous leadership positions within the industry including, president of SPRF and the Emerald Coast Chapter of AAF, as well as several AAF 4th District board positions.

Outside of the office, Sabrina stays busy keeping up with her vivaciously talented 9-year-old daughter. Together they enjoy everything from playing Rummikub to watching Alabama football, but never drive by a Krispy Kreme "hot doughnut" light without stopping. She and her daughter are also very active at Coastline Calvary Chapel in Gulf Breeze, where they participate in a variety of activities and volunteer in several of the campus ministries.

Boldly managing expectations with integrity, confidence and passion.

EDUCATION

- M.S.A. Public Administration
University of West Florida – Pensacola, Florida
- B.A. Public Relations & American Studies
University of Alabama – Tuscaloosa, Alabama
- Accredited Public Relations (APR)
Universal Accreditation Board – New York, New York

EXPERIENCE & ACCOMPLISHMENTS

University of West Florida, Communication Arts Visiting Lecturer

Pensacola, FL - August 2014 to Present

- Teach 3000 & 4000-level advertising and public relations courses, including the department's introductory and capstone courses.
- Facilitate connections between students and the university's community partners in order to assist with internships and serves as the faculty advisor for the AAF's National Student Advertising Competition (NSAC) team
- Named a Quality Enhancement Plan (QEP) Fellow, managing one of only two pilot projects selected within the university to further high-impact practices on campus

University of West Florida, Executive Director Marketing & Creative Services

Pensacola, FL - July 2011 to August 2014

- Led a staff of 13 marketing professionals and provided creative, public relations and marketing support services to campus clients, including the management of an approximately \$1 million budget
- Established the university's first ROI reporting process to calculate the success of strategic marketing communication activities through the use of customized dashboards, charts and other tracking tools, reflecting a monthly average of 1.4 billion impressions and over \$500,000 in earned positive or neutral media
- Developed and managed the university's first integrated marketing communications platform, which includes award-winning advertising campaigns for diversity & inclusion, undergraduate recruitment, graduate recruitment and student retention efforts
- Served as the institution's chief branding officer, overseeing the development of the university's first Comprehensive Branding Resource Guide and the nationally recognized Brand Ambassador training program for the campus community
- Facilitated crisis communications strategy for the university, coordinating internal and external messaging by creating the campus' first communications portal and crisis plan to meet compliance standards for the Cleary Act
- Managed the successful development, training and implementation of the university's first Content Management System (CMS), allowing the campus community to easily access and update website content on uwf.edu in an efficient manner while maintaining the integrity of the UWF brand
- Served as the managing editor for the award-winning "Connection" magazine, facilitating a complete redesign of the publication and establishing benchmarking research in order to track an increase in readership, satisfaction and engagement

University of West Florida, Communication Arts Adjunct Instructor

Pensacola, FL - August 2008 to August 2014

- Taught various courses in advertising and public relations
- Facilitated connections between students and the university's community partners in order to assist with internships and freelance opportunities for students and graduates

EXPERIENCE & ACCOMPLISHMENTS, CONT.

Insight Marketing Communications, Owner & Creative Director

Navarre, FL - January 2006 to July 2011

- Led a staff of eleven-full time & freelance marketing professionals in three offices
- Managed \$2+ million in marketing budgets for a variety of clients across various industries
- Provided creative direction for a variety of multi-media campaigns, including traditional and virtual engagement outlets
- Coordinated a variety of research projects and analyzed data in order to develop strategic marketing plans for clients
- Coordinated media relations for clients, generating an average of \$3+ million in earned positive or neutral media coverage annually
- Provided national educational seminars and workshops on graphic design, public relations, advertising and marketing related topics to professional organizations

University of West Florida, Emerald Coast - Graduate Assistant/OPS Specialist

Pensacola, FL - May 2006 to May 2010

- Wrote and edited press releases for Emerald Coast campus' Director of Marketing Communications, as well as assisted with media relations and crisis management
- Provided copywriting assistance and presentation development for various Emerald Coast Campus marketing projects
- Taught various communication arts courses as a graduate teaching assistant

Okaloosa Supervisor of Elections - Voter Education & PR Coordinator

Fort Walton Beach, FL - October 2003 to January 2006

- Designed and wrote award-winning copy for collateral materials, website and ads
- Managed the office budget, state grants and federal grants for voter outreach, securing \$100,000+ in previously unavailable grants
- Coordinated a variety of research projects and analyzed data to develop the county's first strategic voter outreach communications plan
- Prepared and delivered presentations on behalf of Supervisor of Elections office in order to engage voter turnout
- Served as lead director of statewide voter education efforts on behalf of Florida's Get Out the Vote (GOTV) campaign
- Coordinated media relations for the office, as well as the Kids Vote, Too, and international pilot projects for voting overseas

Saltmarsh, Cleveland & Gund - Marketing Coordinator

Fort Walton Beach, FL - October 2002 to October 2003

- Led creative direction team from Pensacola and Panama City offices to establish award-winning marketing collateral
- Coordinated all media relations and media buying efforts for Fort Walton and Destin offices
- Managed all community relations activities for staff members in two offices
- Designed and wrote copy for internal e-newsletter distributed to all SC&G offices
- Developed firm's first community relations program, Marketing Awards Program (MAP), and increased staff and shareholder participation in community

Capstone Creative - Owner

Fort Walton Beach, FL - November 2001 to October 2002

- Contracted freelance marketing, public relations and graphic design projects for various clients along Florida's Emerald Coast
- Served as an award-winning freelance media correspondent for House & Home Magazine and The Destin Log

EXPERIENCE & ACCOMPLISHMENTS, CONT.

The Boardwalk of Okaloosa Island - Marketing Coordinator

Fort Walton Beach, FL - May 2001 to November 2001

- Managed special events and booked national entertainment acts for various venues on site
- Coordinated all media relations with local outlets and entertainment acts' publicity teams
- Scheduled media buys and led creative team to implement award-winning marketing campaigns for promotions and events

Alabama Public Radio - Development Assistant

Tuscaloosa, AL - July 1997 to May 2001

- Assisted with semi-annual fundraising drives by scheduling on-air guests, premium management and billing
- Coordinated special events for station members and university staff/faculty
- Developed relationships and cultivated support for station by managing underwriting accounts

AWARDS & HONORS

- 2015 American Advertising Federation Student Chapter National Membership Growth Award
- 2014 American Advertising Federation Multiple Local ADDY Award Winner
- 2014 CASE National Circle of Excellence Grand Gold Award Winner
- 2014 Southern Public Relations Federation Multiple Lantern Award Winner
- 2013 CASE District III Multiple Award Winner
- 2013 American Advertising Federation Multiple Local ADDY Award Winner
- 2013 National Telly Award Winner
- 2012 American Advertising Federation Multiple Local ADDY Award Winner
- 2012 Independent News Rising Star
- 2012 UWF Multicultural/Diversity Training Grant Recipient
- 2011 American Advertising Federation Multiple Local ADDY Award Winner
- 2010 Graphic Design USA Magazine Multiple National Design Award Winner
- 2010 American Advertising Federation Multiple Local ADDY Award & Judges' Choice Winner
- 2010 Southern Public Relations Federation Multiple Lantern Award Winner
- 2009 Emerald Ladies Journal Outstanding Business Woman
- 2009 American Advertising Federation Multiple Local ADDY Award Winner
- 2009 Southern Public Relations Federation Multiple Lantern Award Winner
- 2008 American Advertising Federation Multiple Local ADDY Award Winner
- 2008 Southern Public Relations Federation Professional Achievement Nominee (Florida)
- 2007 Florida Public Relations Society Multiple Image Award & Judges Choice Winner
- 2007 American Advertising Federation Multiple Local ADDY Award Winner
- 2007 Southern Public Relations Federation Professional Achievement Nominee (Florida)
- 2007 Southern Public Relations Federation Senior Practitioner Designation
- 2007 Southern Public Relations Federation Multiple Lantern Award Winner
- 2006 Southern Public Relations Federation Professional Achievement Nominee (Florida)
- 2006 July Issue – Featured in Florida Trend Magazine's "Young Guns" Feature Article
- 2006 Emerald Coast Advertising Federation Member of the Month for August
- 2006 Southern Public Relations Federation Multiple Lantern Award Winner
- 2005 American Advertising Federation 4th District (Division III) President of the Year
- 2005 American Advertising Federation National Club Achievement Award
- 2005 Election Center Professional Practices National Program Finalist
- 2005 Southern Public Relations Federation Multiple Lantern Award Winner
- 2005 American Advertising Federation Multiple Local ADDY Award Winner
- 2004 Journalism Education Association National Media Citation
- 2004 Southern Public Relations Federation Multiple Lantern Award Winner
- 2004 American Advertising Federation Multiple Local ADDY Award Winner

AWARDS & HONORS, CONT.

- 2003 American Advertising Federation Local ADDY Award Winner
- 2003 Southern Public Relations Federation Lantern Program Award Winner
- 2002 Emerald Coast Advertising Federation Design Award
- 2001 Alabama Public Radio Jon Sandige Commitment to Excellence Award

COMMUNITY & PROFESSIONAL LEADERSHIP ROLES

- Santa Rosa County Chamber of Commerce, Building Committee (February 2015 - Present)
- Coastline Ladies Ministry Bible Study Leader & Volunteer (August 2014 - Present)
- Leadership Santa Rosa Graduate, Class 24
- Southern Public Relations Federation, President (2008-2009)
- 4th District American Advertising Federation, Club Management Chair (2007-2008)
- 4th District American Advertising Federation, Presidents' Council Chair (2006-2007)
- 4th District American Advertising Federation, Presidents' Council Chair (2005-2006)
- Leadership Okaloosa Graduate, Class of 2003
- Emerald Coast Advertising Federation, Past President (2004-2005)

CURRENT COMMUNITY & PROFESSIONAL AFFILIATIONS

- Public Relations Society of America
- American Marketing Association
- Southern Public Relations Federation, Council of Leaders
- American Advertising Federation, Pensacola Chapter
- Florida Public Relations Association, Northwest Chapter
- University of Alabama Alumni Association, Pensacola Chapter
- Santa Rosa County Young Entrepreneurs Academy (YEA!) Mentor

UWF UNDERGRADUATE COURSES TAUGHT

- Graphics in Communications I (UWF Course - ADV2214)
- Introduction to Advertising (UWF Course - ADV3000)
- Advertising Strategy & Tactics I (UWF Course - ADV3101)
- Graphics in Communications II (UWF Course - ADV3213)
- Introduction to Public Relations (UWF Course - PUR3000)
- Writing for Public Relations (UWF Course - PUR3100)
- Professional & Business Communication (UWF Course - COM4110)
- Advertising Strategy & Tactics II (UWF Course - ADV 4202)
- Integrated Communication Campaigns (UWF Course - ADV 4802/4801)

UWF CAMPUS COMMITTEE/TEAM SERVICE

UWF, Department of Marketing & Creative Services (July 2011 - August 2014)

- Continuity of Operations Committee
- Campus Safety & Security Council
- Homecoming Steering Committee
- Web Advisory Committee
- Community Engagement Coordinating Committee
- Quality Enhancement Plan Selection & Communication Teams
- Accreditation Compliance Certification Teams (Enrollment Affairs/Community Engagement)
- Accreditation Reaffirmation Coordinating Team, Advancement Division

UWF, Department of Communication Arts (August 2014 - Present)

- Quality Enhancement Plan (QEP) Fellow (2015 & 2016)
- Communication Arts Curriculum Committee
- American Advertising Federation National Student Advertising Competition Team Advisor