



Sabrina McLaughlin, APR

Owner & Executive Creative Director

With the same unhindered spirit she started with 25 years ago, Sabrina McLaughlin again jumped into the agency world as the Owner & Executive Creative Director of 3125 Communications in early 2018. Under her leadership, the firm provides strategic marketing, branding, creative and public relations services to clients in various industries nationwide. Sabrina believes the agency's success is the result of "connecting the dots" between the clients and the audiences they serve by boldly managing expectations that exemplify integrity, strength and faith.

Shortly after opening 3125, Sabrina also began working as a communication aide for her childhood friend, Florida State Representative Jayer Williamson (House District 3). Prior to her journey with the Florida Legislature and her new firm, she spent four years as a full-time faculty member at the University of West Florida (UWF). During her time on campus, she taught advertising and public relations courses and served as the advisor for the American Advertising Federation's (AAF) National Student Advertising Competition (NSAC) team. She was also named a Quality Enhancement Plan Fellow, managing one of only two high-impact practice pilot projects at the university. Before stepping into the classroom full-time in 2014, Sabrina served as the executive director of UWF's Marketing & Creative Services department for three years while teaching as an adjunct instructor.

Sabrina built her first agency, Insight Marketing Communications, in 2006 and grew it into two offices in Navarre and Panama City, Fla. and one in Phoenix, Ariz., in five years. Insight served government, non-profit, higher education and professional services clients across the U.S. and abroad. Even though the details of her pre-agency life are a bit of a blur, she's certain it began at Alabama Public Radio with stops in several other in-house departments along the way.

Throughout her career, Sabrina and her talented creative teams have been honored with hundreds of 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. She has also served in numerous leadership positions within the industry, including president of SPRF and the Emerald Coast Chapter of AAF and several AAF 4th District board positions, including chairing the President's Council and the NSAC program.

A proud graduate of the University of Alabama, Sabrina holds a B.A. in public relations with a double major in American studies. In 2003 she received her Accredited Public Relations (APR) designation, making her the second-youngest accredited practitioner in the country at the time. She completed an M.S.A. in public administration from UWF in 2008. Sabrina is also active in the Pensacola Bama Club alumni chapter, where she is the Marketing Co-Chair and member of the Executive Committee. Additionally, she coordinates marketing for Hands of Hope Medical Mission on a volunteer basis and regularly serves in the children's ministry at her local church alongside her daughter.



EDUCATION

- M.S.A. Public Administration, University of West Florida (2008) – Pensacola, Florida
- B.A. Public Relations & American Studies, University of Alabama (1997) – Tuscaloosa, Alabama
- Accredited Public Relations (APR), Universal Accreditation Board (2003) – New York, New York

EXPERIENCE & ACCOMPLISHMENTS

3125 Communications, Owner & Executive Creative Director

Milton, FL - January 2018 to Present

- Develop strategic integrated marketing plans that include advertising, public relations, sales, fundraising and other operational initiatives with customized reporting dashboards to track success by measuring ROI and client-specific KPIs for retainer clients in the healthcare, non-profit, professional services industries
- Coordinate media buys for healthcare, non-profit and professional services retainer clients with a focus on digital marketing technologies that include mobile, site display, search, contextual retargeting, as well as OTT and video pre-roll while successfully managing the cross-device consumer experience through the analysis of demographic, geographic and behavioral data
- Produce and schedule visual and narrative content, including posts, blogs, articles and videos for healthcare, non-profit and professional services retainer client websites, social media and other digital platforms to enhance paid reach while effectively maximizing organic opportunities
- Facilitate marketing audits, focus groups, surveys and other communications-related research projects for regional and national brands in a variety of industries on a consulting basis
- Coach mid and executive-level corporate marketing professionals through the personal brand development process, which includes resume content creation and design as well as online portfolios and job search strategies on a consulting basis

Florida House of Representatives, District 3 Communications Aide

Pace, FL & Tallahassee, FL - July 2018 to July 2022

- Developed and managed strategic community relations initiatives to engage a variety of constituencies, including annual art competitions and other student programs, bill-signing events, delegation meetings and other outreach opportunities
- Coordinated all media relations efforts, including press release writing, distribution, list management and serving as the point of contact for all interviews and material follow-up requests from national, regional and local journalists
- Developed integrated communication strategies to garner support for legislative bills and appropriations requests sponsored by the Representative
- Managed all official office social media channels, garnering increased views and engagement each month while maintaining adherence to House of Representative protocols
- Designed and developed all graphics and copy for the office's official monthly eNewsletter growing the contact list by 300%+ year over year, resulting in a 43% average yearly open rate and a 16% average yearly click-through rate
- Developed and managed an in-house project management system to increase staff productivity and ensure timely follow-up of all constituent outreach while providing a platform for real-time monitoring of bills and appropriations requests in collaboration with the Representative's Legislative Aide
- Prepared and edited all letters of support for program grants, legislative projects and other official recommendation requests on behalf of the Representative

University of West Florida, Department of Communication Visiting Lecturer

Pensacola, FL - August 2014 to May 2018

- Taught 3000 & 4000-level advertising and public relations courses, including the department's cornerstone and capstone campaign courses as well as a course on personal branding/portfolios for upper-division students
- Facilitated connections with the university's community partners for internships and employment for students
- Served as the faculty advisor for the AAF's National Student Advertising Competition (NSAC) team for national clients
- Named a Quality Enhancement Plan Fellow, managing one of only two high-impact practice pilot projects on campus

EXPERIENCE & ACCOMPLISHMENTS, CONT.

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 activities with a monthly average of 1.4 billion impressions and over \$500,000 in earned media
- Developed and managed the university's first integrated marketing communications platform, which includes award-winning advertising campaigns for diversity & inclusion, student recruitment, graduate studies and advancement
- 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
- 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 first CMS for the campus website
- 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 and engagement

University of West Florida, Communication Arts Adjunct Instructor/Graduate Teaching Assistant

Pensacola, FL - August 2007 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

Insight Marketing Communications, Owner & Creative Director

Navarre, FL - January 2006 to July 2011

- Led a staff of 11 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 media coverage annually
- Provided national educational seminars and workshops on graphic design, public relations, advertising and marketing related topics to professional organizations

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 advertising layouts
- Managed the office budget, state grants and federal grants for voter outreach, securing \$100,000+ in funding
- Coordinated a research projects and analyzed data to develop the county's first strategic 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

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

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

- 2018 American Advertising Federation Multiple Local ADDY Award Winner
- 2017 American Advertising Federation Multiple Local ADDY Student Award Winner Advisor
- 2016 Escambia & Santa Rosa Counties Career Academy Marketing Partner of the Year
- 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

AWARDS & HONORS, CONT.

- 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
- 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

- University of Alabama Alumni Association, Pensacola Chapter Executive Committee (2019-Present)
- University of Alabama Alumni Association, Pensacola Chapter Marketing Co-Chair (2016-Present)
- Southern Public Relations Federation, Council of Leaders (2009-Present)
- 4th District American Advertising Federation, NSAC Chair (2018-2019)
- Coastline Ladies Ministry Bible Study Leader & Volunteer (2014-2017)
- Santa Rosa County Chamber of Commerce, Building Committee (2015-2016)
- 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 PROFESSIONAL AFFILIATIONS

- Public Relations Society of America
- American Advertising Federation, Pensacola Chapter
- American Marketing Association
- Florida Public Relations Association, Pensacola Chapter

UNDERGRADUATE COURSES TAUGHT

- Principles of Advertising & Public Relations (UWF Course - COM3003)
- Advertising Strategy & Tactics I (UWF Course - ADV3101)
- Graphics in Communications II (UWF Course - ADV3213)
- 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)
- Public Relations Campaigns (UWF Course - PUR4801)
- Digital Public Relations Management (UWF Course - PUR4990)

PRESENTATION TOPICS

- Digital Crisis Communication
- Personal Branding (Resumes & Portfolios)
- Strategic Marketing Plan Development & Reporting
- Organizational Brand Platform Development
- Non-Profit & Government Communication
- Healthcare Marketing Planning, Trends & Tools

**Additional topics are also available. Presentation titles are fully customized to fit an organization's needs and time availability.*