

Sabrina

Quirarte McGowan

STRATEGIC COMMUNICATIONS PROFESSIONAL




Accomplished communications professional with more than 25 years of experience developing and leading integrated communications, marketing, public relations, and social and digital media strategies in several industries and businesses of all sizes. Launched SQM Communications in 2013 following a successful PR career at one of the largest law firms in the U.S. Began career in public broadcasting and learned the importance of establishing strong relationships, supporting collaborative work environments, and achieving impactful results.

CONTACT

 sabrina@sqmcommunications.com

 240-401-2092

 www.sqmcommunications.com

 Helotes, TX

EXPERTISE

Branding

Copywriting

Social Media

Websites

INDUSTRIES

Advocacy

Broadcast Media

Construction

Government

Healthcare

Law

Nonprofit

Cultural & Performing Arts

Real Estate

Social Services

Technology

Transportation

EDUCATION

Bachelor of Arts, English
University of Texas at San Antonio

Visiting Student, Art History
American University of Paris

EXPERIENCE

OWNER

SQM Communications LLC | January 2013 to Present

- Creates and builds brands through creative and integrated communication solutions including strategy-rich content for social media and websites.

DIRECTOR OF MARKETING COMMUNICATIONS

BlackRock Center for the Arts | Oct 2019 - Oct 2020 (Contract)

- Led strategic marketing programs for center's concerts, art exhibits, art education, and community outreach programs.
- Increased online and community engagement, event ticket sales, and charitable contributions through strategic and consistent communications to target audiences.

PUBLIC RELATIONS MANAGER

McKenna Long & Aldridge LLP | Feb 2010 - Dec 2012

- Identified and maximized national PR opportunities for attorneys as expert commentators and contributing authors.
- Generated new client business as the result of creating and managing the firm's first social media strategy for blogging.

DIRECTOR OF COMMUNICATIONS

**Intelligent Transportation Society of America
May 2005 - Feb 2010**

- Increased membership recruitment and retention, national and international conference participation, and advocacy efforts by leveraging social media, websites, video, ads, newsletters, Congressional events, and marketing collateral.

MARKETING MANAGER

**Baron & Budd PC
April 2003 - May 2005**

- Established firm's first marketing program and successfully led all advertising, business development, PR, and social and digital media toxic tort, environmental, and consumer fraud litigation practices.

EXPERIENCE

DIRECTOR OF MARKETING
eSoftsolutions
October 2002 - March 2003

- Led marketing and lead generation strategy for information technology solution provider's software, design, and staff augmentation services.

DIRECTOR OF COMMUNICATIONS
United Way of Metropolitan Dallas
January 2001 - June 2002

- Directed communications and marketing strategies that reached a \$50 million fundraising goal to fund more than 100 local social service agencies focused on education, income, and health.
- Guided an advertising agency in a branding campaign for print, television and radio advertising aimed at seniors, women, and children.

ASSISTANT DIRECTOR OF PUBLIC RELATIONS
Mothers Against Drunk Driving - National Office
June 1998 - December 2000

- Advocated the nonprofit's mission, services, and legislative initiatives through a media relations strategy targeting teens, adults, corporations, public safety representatives, and elected officials.
- Expanded MADD's national media strategy and increased its media coverage by providing PR guidance and marketing support to 600 local chapters.

PUBLIC RELATIONS SPECIALIST
CHRISTUS Santa Rosa Healthcare
March 1997 - May 1998

- Raised awareness of the system's hospitals, outpatient rehabilitation clinics, and senior health centers by serving as a media spokesperson, pitching and securing news coverage, and producing internal communications, direct mail, and a weekly public access television program.

ASSISTANT PUBLIC INFORMATION OFFICER
Texas Department of Transportation
May 1995 - February 1997

- Generated local, national, and international media coverage of TransGuide, a \$156 million Intelligent Transportation System
- Led more than 100 tours and community outreach presentation to local businesses, community groups and transportation delegations from the U.S. and abroad.

DEVELOPMENT COORDINATOR
KLRN-TV (PBS)
January 1994 - April 1995

- Assisted with the design, implementation, and coordination of all fundraising, marketing, and publicity activities and materials for the station from inception to completion.
- Assisted with donor relations, fundraising sponsorship programs, and fundraising events including the station's annual live auction, fine art auction, and food and wine festivals.