

José E. Sanabria
Licensed Public Relations Specialist (R-857)

E-mail: profesorsanabria@hotmail.com
Additional contact information can be provided upon request.

Capabilities: Communication specialist with more than fifteen years combined experience in the fields of public relations, public affairs, international development, lobbying and education. Provide students a unique learning experience by presenting a practical, contemporary and dynamic perspective of public relations.

Experience: **University of the Sacred Heart, Ferré Rangel School of Communication, Professor, San Juan, PR** **2011 - present**
Teaches specialized public relations courses at the Ferré Rangel School of Communication and collaborates on the design and development of courses for in-site and online teaching. Courses taught at this institution include: *Public Relations Writing, Public Relations and Public Opinion, Applied Public Relations and its Fields of Action, Public Affairs and Trends in Public Relations and Public Relations Capstone Seminar.*

- Influences hundreds of students through the development of conferences on cutting-edge public relations techniques.
- Trains hundreds of students that are eventually recruited by top communication firms and media outlets.
- Maintains contact with industry leaders for the potential development of partnership opportunities.

University of Puerto Rico, School of Communication, Professor, San Juan, PR **Second semester of academic year 2015 - 2016**
Teach an undergraduate level course: *Public Relations Writing*. The course is taught using a strategic and practical approach that replicates the writing conditions that students will find in a public relations firm. Communication theory and real-life current and local situations are used as frames of reference for the development of a wide array of documents.

University of Puerto Rico, School of Communication, Professor, San Juan, PR **2008 - 2011**
Taught a variety of undergraduate level courses at the School of Communication, including: *Copywriting, Introduction to Advertising and Public Relations, Introduction to Media,* and *Public Relations Writing*. Instrumental in providing public relations classes with a real-life perspective. Advised school officials on outreach activities directed at alumni.

- Linked industry leaders to the university via the development of conference on integrated marketing communication and mass communication.
- Collaborated with university officials on the Accrediting Council on Education in Journalism and Mass Communications' accreditation process.
- Developed strategies aimed at increasing alumni support for the school's national activities.

Inter American University of Puerto Rico, School of Management, Professor, San Juan, PR 2008 - 2009

Taught the following courses at this educational institution: *Interactive Business Communication in English, Business Writing Workshop and Promotion.*

- Taught a specialized marketing course using Blackboard Academic Suite CE/Vista.
- Taught advanced technical business courses in English.
- Acquired specialized skills required for the development of on-line courses.

Consensus, Owner, Los Angeles, CA 2006 - 2008

Provided specialized public relations and new business consultancy services.

- Developed strategies for potential partnerships between national U.S. Hispanic nonprofits and national corporations.
- Established a professional network with Los Angeles Asian community for the development of new business opportunities.
- Conducted media relations and provided specialized public relations services.

Weber Shandwick, Senior Account Executive, Los Angeles, CA 2004 - 2006

Utilized knowledge of the U.S. Hispanic community to develop outreach strategies for the promotion of U.S. Government national public affairs campaigns, and marketing of a variety of consumer products.

- Developed public relations strategies and coordinated outreach to local, regional and national U.S. Hispanic organizations for their support of U.S. Army, U.S. Department of the Treasury, and Federal Reserve Bank's national public affairs campaigns.
- Coordinated the implementation of programs associated with U.S. Government national public affairs campaigns.
- Advised U.S. companies with interests in Latin America on the production of public relations materials directed at audiences in Latin America.

U.S. Census Bureau, Contractor, Washington, D.C.

2003 - 2004

Provided specialized communication capabilities to the Public Information Office (PIO) of the U.S. Census Bureau.

- Planned and executed strategy for the increase of audience for a national radio segment in Spanish.
- Conducted media relations to promote new PIO media products to different markets, including national Hispanic media.
- Audited and provided recommendations regarding PIO's crisis management plan.

Migration Policy Institute, Events Coordinator, Washington, D.C.

2001 - 2002

Coordinated all the logistical and administrative arrangements required for the coordination of major conferences, discussion panels, and meetings for this think tank.

- Organized an international meeting convened by the Migration Policy Institute and the Office of the United Nations High Commissioner for Refugees in Lisbon, Portugal.
- Coordinated several discussion panel activities, receptions and a book release event.
- Managed a team of photographers, caterers and administrative personnel during the organization of special events.

Chemonics International Inc., International Training Coordinator, Washington, D.C.

1999 - 2001

Managed training components of U.S. Agency for International Development's technical assistance contracts in accordance with U.S. Government regulations. Accompanied high-level delegations as advisor on tours. Acted as liaison between U.S. hosts and delegation members during study tours.

- Arranged meetings between high-level foreign government officials and their counterparts in Washington, D.C.
- Carried on the responsibilities of supervisor while managing several aspects of a training activity after three months of being hired.
- Initiated contacts between several government and private enterprises for the arrangement of meetings with international delegations.

National Environmental Strategies, Government Relations Assistant, Washington, D.C.

1998 - 1999

Planned, organized, and coordinated an annual national conference for this lobbying firm. Acted as principal organizer of the event's administrative and

logistical phases. Conducted research on U.S. Government environmental regulations.

- Coordinated meetings between the firm's clients and U.S. Senate and House of Representatives officials.
- Administered logistical aspects related to an annual national conference in Washington, D.C.
- Conducted research on governmental regulations originated by the Environmental Protection Agency and the Occupational Safety and Health Administration.

Powell Tate, Special Projects Assistant, Washington, D.C. 1997

Produced interoffice studies and public relations campaign materials related to U.S. Hispanic and Latin American issues, translated documents used in these campaigns, acted as a liaison with the New York office, and participated in the preparation of major press conferences for this firm.

- Conducted research and presented information on media coverage of the firms' clients.
- Assisted in the preparation of advertising materials in Spanish.
- Conducted media relations related to the coordination of a press conference.

United States Department of State, Intern, Washington, D.C. 1996

Conducted research and wrote historical reports related to U.S. diplomacy towards Africa, Asia, Europe, the Caribbean, and Central America.

Publications:

Sanabria, J.E. (2014, 17 de noviembre). Los "millennials": descodificados. *Cruce*. Retrieved from <http://revistacruce.com/politica-y-sociedad/item/1762-los-millennials-descodificados>

Sanabria, J.E. (2014, 22 de diciembre). No hay que ser Kublai Kahn para ser exitoso. *Cruce*. Retrieved from <http://revistacruce.com/politica-y-sociedad/item/1812-no-hay-que-ser-kublai-kan-para-ser-exitoso>

Sanabria, J.E. (2015, 24 de marzo). Dale "like" a mi campaña. *Cruce*. Rpt. in *Diálogo*. Retrieved from <http://dialogoupr.com/opinion-y-debate/dale-like-a-mi-campana/>

Sanabria, J.E. (2015, 20 de abril). Responsabilidad Social Corporativa. *Cruce*. Retrieved from <http://www.revistacruce.com/politica-y-sociedad/item/2134-responsabilidad-social-corporativa-mas-alla-de-un-clic>

Sanabria, J.E. (2015, 12 de octubre). El mentor como agente de cambio. *Cruce*. Retrieved from <http://revistacruce.com/politica-y-sociedad/item/2195-el-mentor-como-agente-de-cambio>

Events (development):

- “Las relaciones públicas al servicio de la ciudadanía: la experiencia de la Administración del Seguro Social en Puerto Rico”
Guest speaker: Sr. Víctor A. Rodríguez, Social Security Administration Spokesperson (Puerto Rico and Virgin Islands)
- “Publicidad Premium: el lanzamiento de un producto de alto valor en tiempos de crisis económica”
Guest speaker: Sr. Jorge Bracero, Strategic Marketing Director, Méndez and Company
- “Violencia electoral y su reflejo en los medios: una perspectiva histórica”
Guest speaker: Dr. Fernando Picó, S.J., Professor of History at University of Puerto Rico

Participation in research-related events:

- 2014 Hispanic Educational Technology Services Best Practices Showcase
- VIII Seminario de Investigación de la Asociación Latinoamericana de Investigadores de la Comunicación
- Proyecto de Integración de las Competencias de Información (Proyecto HACU-Walmart)

Education:

2018 (expected)	Ph.D., Center for Advanced Studies on Puerto Rico and the Caribbean History of Puerto Rico and the Caribbean Major: History of Puerto Rico and the Caribbean
2003	M.S., Syracuse University, S.I. Newhouse School of Public Communication Major: Public Relations Winner of the Public Relations Certificate of Achievement
1997	B.A., University of Puerto Rico, Mayagüez Major: Political Sciences Graduated with High Honors

Certificates:

Hootsuite Certified Professional (Hootsuite is a social media monitoring platform)
Puerto Rico Public Relations License (R-857)

Required certification for the design and development of online courses
(Blackboard and Moodle platforms)

Skills:

Computer: ACT Database, Adobe Illustrator and Photoshop, Blackboard Academic Suite CE/Vista, Corel WordPerfect, Microsoft Office Suite, Moodle, QuarkXPress

Languages: Native Spanish speaker, fluent in English