



Sabiha Gire

MANAGING DIRECTOR OF DIGITAL MEDIA
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EXPERIENCE OVERVIEW

Sabiha has worked in public relations campaign consulting and political management for six years. She is currently engaged in campaign strategy, messaging, and research and analysis for a variety of the firm's clients. Often clients turn to her to turn complicated processes into manageable tasks. She oversees and actualizes a \$3 million annual operating budget for a 501(c) 4 nonprofit. In addition, she coordinates the firm's digital advertising and has had a client included in top 40 digital advertisers in the US by Facebook for over one year. Sabiha frequently organizes community support around issues of importance and gathers market research in the form of focus groups, polling, and surveys to develop materials based on external needs.

RELEVANT WORK EXPERIENCE

- Texans for Clean Water January – September 2015 Developed a strategy document to detail the plan to push legislation; arranged meetings with city officials and pertinent community members, sought community members to testify; developed media pitches and communicated with journalists.
- Houston Health Foundation June- September 2015 – Restructured organization to increase programmatic efficiencies by auditing system processes and analyzing employee & customer testimony to create a streamlined organization.
- BMW of West Houston June, 2015- December 2016 – Defined brand and general manager; coordinated large scale events with celebrity appearances; generated press, wrote media advisories and press releases.
- Airbag Recall June, 2016 – Present Created an all-inclusive public safety campaign that includes digital & print media, content creation, and coalition partner communications on behalf of National Highway Safety Administration for the largest consumer recall in American history, which was duplicated in multiple cities across the United States.
- Upskill Houston March, 2017 – Created an analysis to shape future marketing endeavors by collaborating with local issue leaders, conducting focus groups with target audience, and analyzing relevant third party data. Meaningful Change May, 2018 – Present Led a City of Houston campaign that explained a complicated social issue through social media, radio advertising, marketing, development of collateral materials, and cross promotion through various agencies including 20 major management districts.

EDUCATION AND CERTIFICATIONS

- August, 2014 St. Edwards University– B.A. in International Relations; minor in Spanish