

## SARAH HUGG CENTORINO, COMMUNICATIONS STRATEGIST

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Combining her extensive knowledge of effective social media marketing and her love of public relations, Sarah is an experienced and dynamic communications professional who knows how to build long-lasting and successful client relationships.

Sarah graduated from Washington and Lee University where she earned her undergraduate degree in English. Following her data-driven and statistical way of thinking, she then went on to receive her Master of Science in Commerce with a concentration in Marketing Management from the University of Virginia.

Sarah worked as a digital marketing analyst before finding her passion for PR at Gambel, where she leads social media efforts. Beginning her journey as a communications associate, Sarah soon took over Gambel's internal social media and media relations, rising through the ranks in a few short months to communications strategist. She has spoken throughout the state on PR and social media's crucial and interrelated roles in the everchanging media landscape.

As a communications strategist, Sarah handles media and community relations as well as social media for a myriad of clients including Beignet Fest, Children's Hospital Jazz Half Marathon, Longbranch Recovery Center and The Ruby Slipper Café, among others. She also leads Gambel's latest initiative: The New Orleans 100.

Sarah is currently a member of the New Orleans Museum of Art, Southern Yacht Club, the New Orleans Chamber and the St. Tammany Chamber of Commerce and is a recipient of the William Wells Chaffin Memorial Scholarship for Public Speaking (2015). Her work on the rededication of Gallier Hall earned her an Award of Merit from the Southern Public Relations Federation in 2018.

She lives in Covington with her husband Scott, an Assistant Attorney General and their kittens Oliver, Pickle, Huckleberry and Nugget. When she isn't enjoying their company, Sarah loves to travel in search of the best coffee and Indian food in Louisiana and beyond.