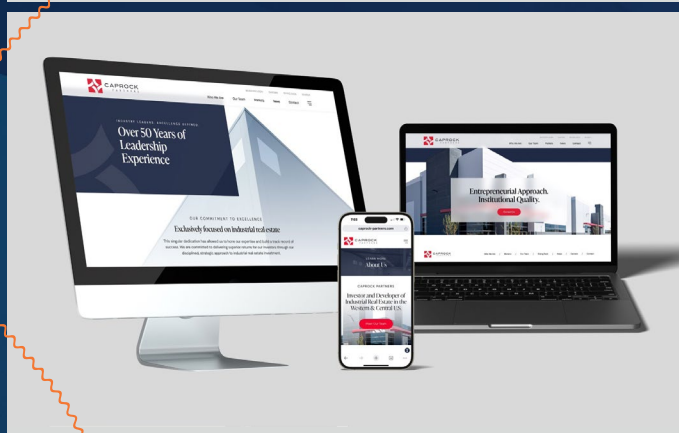
SUNWEST
COMMUNICATIONS
PUBLIC RELATIONS

#reputationmatters

Creative Technology Stack





Elevate Your Brand. Tell Your Story.

At Sunwest, we believe public relations is most effective when seamlessly integrated with creative design and digital marketing. Our Creative Technology Stack ensures your brand's story is told through a cohesive strategic approach—leveraging the power of PR, design and digital to deliver measurable impact.

OUR APPROACH

Unified Strategy
PR, design and digital marketing work together for maximum effectiveness.

Expert Execution
Our seasoned creative technology team enhances brand presence through cutting-edge tools and techniques.

Seamless Integration
Clients avoid the hassle of managing multiple vendors while benefiting from a fully synchronized communications approach.

OUR FULL-SERVICE CAPABILITIES

Brand Development & Graphic Design
Logo & Identity Design | Marketing Collateral & Print Design
Digital & Interactive Design

Website Development
Custom Website Design & UX/UI Optimization | SEO-Driven Content & Performance Enhancements | Web Maintenance & Security

Social Media Management
Organic & Paid Strategy Development | Content Creation & Community Engagement | Performance Analytics & Optimization

Photography & Videography
High-Quality Photography | Corporate & Product Video Production
Storytelling through Visual Media

THE SUNWEST ADVANTAGE

By combining creative services with public relations, we create a powerful synergy that strengthens brand narratives, engages audiences and drives results. Clients benefit from a holistic story-first approach—one that ensures every element of their brand communication works together seamlessly.

EXPERTS



WACHELLE WILLIAMS
Senior Vice President



SARAH REED-RUIZ
Account Manager



CHELSIE JORDAN
Creative Account Manager



AMBAR BENITEZ
Account Specialist

AT A GLANCE

We listen before we talk.
This allows us to provide what we call "counsel in context."

We find opportunity
in facts, instinct and creativity and in our experience.

We sharpen our pencils—
often—and get to work.

WHY SUNWEST?

Leader-Led Model | Sector Segmentation | Creative Technology Stack | Seasoned Crisis Team

ABOUT SUNWEST

Sunwest Communications has been in business since 1982. Our team of experienced public relations, crisis communications and public affairs professionals understands that reputation is the ultimate metric. Our model insists that the most experienced team members lead all account work with clients from beginning to end. We call this model "leader-led."

Our culture is not a vendor model; we strive to be an extension of your team, acting as both a sounding board and a collaborative partner. We also are constantly looking ahead and anticipating what could be around the corner. Beyond the client team, our partners benefit from the diverse perspectives and expertise that the greater Sunwest team brings to bear.

OUR PHILOSOPHY

Public relations is an ever-changing industry. Over the past decade in particular, the way that the public receives news has flipped on its head. However, the fundamentals of good public and media relations have remained the same. Brands and organizations need:

- The ability to tell a good story
- Strong, strategic communications
- Persistence

As an agency, we're constantly adapting and changing to earn share of voice for clients that improves their reputation in front of key audiences. We focus on building reputation to ultimately drive organizational goals, whether the focus is on sales, recruiting, fundraising or otherwise.

SERVICES

AWARENESS	CREDIBILITY	ENGAGEMENT
Key Messaging	Media Outreach	Organic Social Media
Content Creation	Thought Leadership	Community Relations
Employee Relations | Internal Communications	Social Media Influencer Outreach	Paid Social Media
Online Newsroom Strategy	Crisis Communications	SEO | SEA
Website Development & Maintenance	Awards | Testimonials	Brand Partnerships
Email Marketing	Accreditations | Affiliations	Campaign Development
Videography & Photography	Corporate Social Responsibility	Fundraising
Graphic Design | Branding	Board Representation	Podcast Development
Marketing Strategy	Online Reputation Management	Podcast Support & Outreach

SUNWEST TRAINING

Commanding the Media Moment	High-Impact Presentations
Witness Preparation	Leadership Training
Building Corporate Culture	Team Member to Brand Hero

LUNCEFORDWEBB GOVERNMENT RELATIONS

Government Relations	Public Affairs

SUNWEST COMMUNICATIONS PUBLIC RELATIONS

#reputationmatters

sunwestpr.com

A trusted PR firm founded 40+ years ago,
Dallas based, but not Texas bound