SUNWEST
COMMUNICATIONS
PUBLIC RELATIONS

#reputationmatters



Social Media Marketing

With decades of experience in social media strategy, digital marketing and brand management, our team delivers tailored, data-driven solutions that drive engagement and protect reputations. We optimize every strategy—blending paid and organic tactics, influencer partnerships and real-time performance tracking—to ensure your brand stands out in a constantly evolving digital landscape.

SERVICES

We provide end-to-end social media solutions across all platforms from strategy to execution, engagement and performance tracking:

- Social Media Strategy & Management
- Content Creation & Storytelling
- Platform-Specific Optimization
- Audience Growth & Engagement with Community Management
- Influencer & Partnership Strategy
- Executive LinkedIn Social Management
- Employee Advocacy Programs
- Paid Media Campaigns
- Organic & Paid Integration
- Reputation Monitoring & Crisis Response
- Social Listening & Sentiment Analysis
- Performance Analytics & Reporting

Build Your Presence
Develop a powerful digital identity with strategic content, platform-specific optimization and data-driven campaigns that expand your reach. From engaging storytelling to paid media, we create and execute strategies that drive growth and engagement.

Protect Your Reputation
Stay ahead of challenges with proactive reputation management. We monitor brand mentions, analyze audience sentiment and implement crisis response strategies to protect your credibility and trust. #reputationmatters

Drive Meaningful Engagement
Foster authentic connections and community-driven growth with targeted engagement strategies that cultivate loyal audiences, leverage influencers and empower employees as brand advocates. We integrate organic and paid efforts for measurable impact.

EXPERTS



MEGAN KILLEBREW
Managing Director



ANGELICA JACKSON
Senior Account Executive



CHALON ANDERSON
Senior Account Executive

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

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sunwestpr.com

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