



CYNTHIA MCLAUGHLIN

COMMUNICATIONS & SOCIAL MEDIA STRATEGIST

Strategic and dynamic communications professional with a background in public relations, journalism, and crisis management. Currently serving as the **Public Information Officer for the Sarasota Police Department**, leading community engagement, media relations, and digital content strategies. A **2024 Trailblazer of the Year** and **SRQ Magazine 35 Under 35 honoree**, recognized for leadership and influence in public communication. Former **Emmy Award-winning journalist** with expertise in storytelling, brand messaging, and public trust building. Skilled in leveraging **social media trends and digital analytics to drive engagement**, ensuring messaging aligns with audience behavior and brand identity.

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CONTACT

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SKILLS

- Written & verbal communication
- Video, audio, and digital content production
- Social media growth strategist
- Integrated marketing campaigns
- Master storyteller
- Podcast production & editing
- Graphic design (Adobe Premiere Pro, Photoshop, Canva, Capcut)
- Media relations
- Public speaking & live interviews
- SEO-driven content strategy
- Website moderation

EDUCATION

**BACHELORS OF ARTS
JOURNALISM | BUSINESS**
Southern Methodist
University (Dallas, TX)

PROFESSIONAL EXPERIENCE

**PUBLIC INFORMATION OFFICER, SUPERVISOR
(DIRECTOR OF COMMUNICATIONS)
SARASOTA POLICE DEPARTMENT**

January 2023-February 2025

- Spearhead strategic communications for the department.
- Develop and implement strategies to increase engagement and visibility, growing social media following by over 60%.
- Supervise a team in content creation and public engagement, fostering a collaborative work environment.
- Launched and independently produced, edited, and published the department's first-ever podcast to enhance community outreach.
- Serve as the primary spokesperson, delivering clear, accurate, and timely information during critical incidents.
- Develop compelling graphics, video content, and press materials to support public safety initiatives.
- Plan large-scale community events and coordinate messaging with local politicians and key stakeholders.

**LEAD NEWS ANCHOR & INVESTIGATIVE JOURNALIST
VARIOUS NEWS OUTLETS**

2017 - 2023

- Earned an Emmy Award for coverage of a historic winter storm, providing in-depth, real-time reporting.
- Recognized with multiple Society of Professional Journalists (SPJ) awards for investigative work across state and multi-state regions.
- Conducted high-impact investigations leading to policy changes and increased public awareness on critical issues.
- Produced and anchored live broadcasts, delivering engaging and credible news coverage.