

Profile

Bianca Latvala
First Name Middle Initial Last Name

bsabrkhani@gmail.com
Email Address

19 N Neptune Ave Suite or Apt
Home Address

Clearwater FL 33765
City State Postal Code

Mobile: (407) 949-1740
Primary Phone Alternate Phone

Length of Residency - please select one. *

☒ 1 to 5 years

Do you own or represent a business in Clearwater?

☐ Yes ☒ No

If yes, where is the business located? Do you conduct business with the City?

Which Boards would you like to apply for?

Community Resiliency and Leisure Services Advisory Board: Submitted

Direct Mail Systems Director of Digital Marketing
Employer Job Title

Occupation - If retired, enter former occupation.

marketing

Have you served or do you serve on a board in Clearwater?

☒ Yes ☐ No

If yes, please list the name of the board.

Parks and Recreation

Why do you wish to serve on this board/committee? If seeking reappointment, state why you should be reappointed.

I previously served briefly on the Parks and Recreation Board and would welcome the opportunity to continue contributing to city projects under the new board. As an active member of the Clearwater community, a regular user of our local parks, an avid reader, and an arts patron, I care deeply about the public spaces and services that shape our city. With the board’s newly expanded responsibilities—including recreation, parks, athletic fields, library services, and cultural programs—I believe I can offer valuable insight and balanced representation grounded in both personal experience and community engagement. If appointed, I bring a consistent, engaged presence and a strong commitment to representing the needs and interests of our community, supported by my prior service on the board and my ongoing involvement in Clearwater’s parks and cultural offerings.

Question applies to Community Resiliency and Leisure Services Advisory Board
Describe your experience with Clearwater library, parks, and recreation facilities and services.

What personal qualifications can you bring to this board or committee?

I am an active user of Clearwater’s parks and recreation facilities and have enjoyed participating in various programs offered through our library system. As an avid reader and strong supporter of the arts, I value the educational, cultural, and community opportunities that our libraries and cultural programs bring to residents. I also regularly use Clearwater’s parks and recreation amenities, giving me firsthand insight into how these public spaces enhance quality of life and where continued improvements can further strengthen accessibility, safety, and community engagement. In addition to this personal experience, I bring a strong background in community service through my volunteer work and membership in several nonprofit organizations in Clearwater and Pinellas County. These roles have strengthened my commitment to civic engagement and equipped me with collaboration, communication, and organizational skills that would be valuable to this newly developed board.

List Community Activities

Rotary Club of Clearwater Sheriffs Citizens Academy Graduate Pinellas Citizens University - current Lyla Goode Foundation - Board Member Pace for Girls Pinellas - volunteer Board Member U.S. Patriot Chamber - Board Member Belleair Women's Republican Club - Member and Volunteer Clearwater Area Republican Club - President

[BiancaLatvalaResume.pdf](#)
Upload a Resume

Question applies to multiple boards

Please attach a copy of one of the following documents: 1) valid current Florida Driver License issued to an address within city limits, or 2) Declaration of Domicile filed with the city clerk affirming residency within city limits.

Demographics

Some boards and commissions require membership to be racially, politically or geographically proportionate to the general public. The following information helps track our recruitment and diversity efforts. (Optional)

Ethnicity

☒ Caucasian/Non-Hispanic

Gender

☒ Female

05/28/1986

Date of Birth

The City of Clearwater strives to promote diversity and provide reasonable accommodations for individuals with disabilities. If you are requesting accommodation, please indicate below:

By clicking on "I Agree," below, I affirm that the information above is true and correct, and that I understand and agree to the responsibilities and commitment of time associated with an appointment to a Clearwater advisory board or committee.

☒ I Agree

All material submitted to the City of Clearwater is subject to the public records law of the State of Florida including Chapter 119, Florida Statutes.



BIANCA LATVALA

MARKETING & COMMUNICATIONS PROFESSIONAL

Seasoned public relations and marketing professional with a strong record in nonprofit and political sectors. Expertise in campaign strategy, branding, digital content, and fundraising. Proven success in managing multiple responsibilities and driving impactful results. A dedicated team player with a passion for community engagement.

WORK EXPERIENCE

DIRECTOR OF DIGITAL MARKETING ST. PETERSBURG, FL

Direct Mail Systems | January 2023 - Current

- Established and led the digital department for a mail marketing company
- Expanded my client base to include nonprofit clients
- Progressed to have a larger role in the campaigns of political clients by drafting winning strategies

DIRECTOR OF DIGITAL MARKETING - CLEARWATER, FL

Gulf Coast Imprinting | September 2019 - January 2023

- Consulted on campaign strategies across Florida
- Specialized in social media growth, audience targeting, and data analysis
- Created engaging marketing materials, including copy and graphic design
- Developed and optimized websites; managed Google Ads
- Produced campaign marketing materials for digital and print
- Clients included candidates for US Congress, Florida House, County Commission, Sheriff, School Board, and Judges

DIRECTOR OF DEVELOPMENT & COMMUNICATIONS - ORLANDO, FL

Victim Service Center | Jan 2018 - September 2019

- Managed fundraising efforts, including events, donor portfolios, grants, and corporate giving
- Produced communications: emails, direct mail, press releases, media interviews and social media
- Conducted community outreach and media engagement
- Designed marketing materials, maintained website, and managed branding
- Oversaw prevention education, volunteer programs, policies, and community outreach

ASSOCIATE DIRECTOR, ALUMNI ENGAGEMENT - ORLANDO, FL

UCF Alumni | Aug 2016 - May 2017

- Led national fundraising events for the IGNITE Campaign with UCF Leadership
- Oversaw UCF Alumni Homecoming and large-scale events, including the golf tournament and tailgates
- Managed UCF Alumni athletic events and served as liaison to UCF Athletics

ASSISTANT DIRECTOR, EXTERNAL RELATIONS - ORLANDO, FL

UCF Alumni | Nov 2014 - Aug 2016

- Developed Knights Advocates program to engage UCF Alumni in politics and university issues
- Identified and recruited alumni involved in public service
- Produced education programs on advocating for university priorities and collaboration
- Executed advocacy events, including UCF Day at the Capitol and legislative forums

COORDINATOR CBA LIVE - WASHINGTON, D.C.

Consumer Bankers Association | Oct 2013 - Nov 2014

GOVERNMENT AFFAIRS & PAC SPECIALIST - WASHINGTON, D.C.

ACA International | May 2011 - Oct 2013

CONTACT

(407) 949-1740

bsabrkhani@gmail.com

EDUCATION

Master of Arts-Political Science
American Military University

Bachelor of Arts-Political Science
University of Central Florida

General Studies
Valencia College

PROFESSIONAL SKILLS

Social Media Marketing
Content Creation
Ad Data Analysis
Website Development
Email Marketing
Audience Engagement
Fundraising
Event Planning
Grant Writing
Community Relations
Media Relations
Public Speaking
Corporate Blogging
Project Management
Public Relations
Crisis Communications
Trauma Informed -
Communications
Networking Expert
Government Relations