

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?

Parks and Recreation 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.

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

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I'm an active member of the Clearwater community and a regular user of our local parks, and I care deeply about maintaining and improving these public spaces. I want to serve on the Parks and Recreation Board to help ensure our parks remain safe, accessible, and enjoyable for everyone. If appointed, I bring a consistent, engaged presence and a strong commitment to representing the needs of our community.

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

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I bring experience as a volunteer and member of several nonprofit organizations in Clearwater and Pinellas County, which has given me a strong understanding of community needs, collaboration, and service. My involvement has strengthened my commitment to civic engagement and equipped me with the communication and organizational skills that would benefit the Parks and Recreation Board.

**List Community Activities**

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

[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.

Question applies to multiple boards

**Are you related to any member of the City Council?**

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☐ Yes ☒ No

Question applies to multiple boards

**If yes, please provide name and explain relation.**

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N/A

Question applies to multiple boards

**Are you related to a city employee?**

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☐ Yes ☒ No

Question applies to multiple boards

**If yes, please provide name and explain relation.**

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N/A

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**Demographics**

Bianca Latvala

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**

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☒ Caucasian/Non-Hispanic

**Gender**

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☒ Female

05/28/1986

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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:**

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**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.**

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☒ 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