

Sarina Guevara
Public Relations
Class of 2014



By: Emmalie Castro

A lot can change in two years. Then, you could catch a young, wide-eyed Sarina Hernandez, now Guevara, racing through the halls of McKee Fisk. If she wasn't in class then she was at a club meeting or possibly on her way to an event either on or off campus. Rewind a few years further back, and she was a senior in high school.

Guevara was working on her senior project and started to look to her future. She was not too sure what she would be doing the next year when she went to college. In search for her senior project Guevara grabbed an opportunity to job shadow a public relations professional and immediately decided it would be her project topic, but that wasn't all. After researching PR for her project, she knew it would be a great future for

her. So when the time came to pick her major at Fresno State she looked into the mass communication and journalism department because that was how she was going to be able to study her newly discovered dream career in public relations.

After a couple of years at Fresno State, Guevara was ready to do more than just go to class; she was ready to get involved. That is when she joined two clubs: the Public Relations Student Society of America (PRSSA) and TALK Strategic Promotion Solutions. “I loved how many opportunities there were to learn outside of the classroom,” Guevara said.

By her third year at Fresno State she was gaining real world experience and networking capital by maintaining her club membership status. Within a year she was appointed director of public relations for PRSSA and the associate director of TALK. The last years at Fresno State prepared Guevara for the job she has today. She is now a public relations specialist at Adrienne Young Communications, managing about 12 accounts and working on social media and account management.

She works with clients like California Grown, which are prominently agriculturally based and focused on the farm to fork concept. She does a lot of exciting things for her clients; she really enjoys her job and loves her boss. Guevara is very grateful for where she is in her career today. “I couldn’t see myself anywhere else,” she said.

Her career isn’t the only thing keeping this young and sophisticated professional filled with joy. Just a little over a year ago, Guevara married her high school sweetheart, Darin. The two have been inseparable ever since their senior year, coincidentally around the same time she fell in love with PR. A year later they welcomed a sweet baby girl into

the world, Kaya. "She is such a good baby," she said, adding she believes Kaya is perfect in every way.

Since Guevara has graduated Fresno State she has started her dream job in her dream career, married her dream man and just recently felt the love and joy a baby brings. We think it's safe to say Guevara is living the dream.