

Sarina Guevara
Public Relations
Class of 2014



By Niesha Blancas

“Being a MCJer is awesome!” said public relations specialist Sarina Guevara, a woman on a mission. Graduating in 2014 with her bachelor’s degree in mass communication and journalism with an emphasis in public relations, Guevara landed her dream job at Adrienne Young Communications in Clovis, Calif. Aside from working in a field she loves, Guevara has also tacked on the new titles of wife and mommy-to-be.

Beginning her four-year journey at Fresno State, Guevara had a clear understanding she wanted to major in public relations. Taking one MCJ class as a freshman, Guevara explained the importance of her sophomore year as a public relations student.

“My sophomore year I began taking public relations courses,” Guevara said. “That was when I realized I needed to be apart of PRSSA and TALK.”

Joining PRSSA in her junior year of college, Guevara made an imprint that was left to stay. First a member, Guevara worked her way to become the director of public relations.

“I was determined to move up,” she said. “The more I was learning in classes, the more I wanted to become involved.”

Aside from becoming a director for PRSSA, Guevara managed to move up the ranks in TALK, the student-run PR firm. Beginning as an account executive then a senior account manager, Guevara graduated with the role of associate director.

Planning for the future, Guevara has goals which she is determined to accomplish.

“I want to own my own public relations firm or I want to become the director of a whole public relations department,” she said.

Inspired by her goals, Guevara is a firm believer that if she did not have goals, she would not be working for anything.

“For me, wanting to have my own PR firm inspires me and encourages me, keeps me going in what I do now,” Guevara said. “I want to soak up everything and learn everything that I can to eventually get there.”

“My dream job is to move to Tennessee to become the public relations director of St. Jude’s Research Hospital,” she said.

Guevara’s journey of choosing a public relations degree is not your common story. For many, choosing a major has some tie with a desired dream, an anticipated career path or even a great interest, but it was in fact a high school senior project that introduced this young girl to her future path.

“I fell in love with the career,” Guevara said.

When asked why she loved the MCJ department, Guevara smiled and said, “I loved the MCJ department because everything was hands on. I was able to learn by doing.” Having been taught the importance of networking, Guevara appreciated being pushed to do so.

“Networking is a very useful skill to have,” she said.

Working on public relations, media relations, social media and content marketing, Guevara completes tasks and deadlines for clients as a daily routine. Including learning that coffee will be your best friend for long, stressful nights and tiresome mornings, the skills obtained from the MCJ department have truly benefited her for her career in public relations.

“When you graduate from the MCJ program, you are a MCJer for life,” she said.