TEXAS STATE VITA

Saul Gray

Saul is a bilingual communication practitioner specializing in public relations, crisis communication, and digital media. Academic experience includes teaching undergraduate courses in strategic communication, public relations, and media. Professional background spans government, nonprofit, and multinational organizations, providing students with applied, real-world perspectives in the classroom.

Academic Appointment

Lecturer – Texas State University

School of Journalism and Mass Communication - Fall 2025

Current Courses:

- *MC 3343 Introduction to Public Relations*
- *MC 4381 Fundamental of Digital and Online Media*

Education

Texas Tech University – *M.A. Strategic Communication and Innovation* (2023)

Texas State University – *B.S. Public Relations and Mass Communication; B.A. Communication Studies* (2019)

Research & Teaching Interests

- Crisis Communication & Risk Messaging
- Public Sector and Government Communication
- Digital & Social Media Strategy
- Bilingual and Cross-Cultural Communication
- Community Engagement & Stakeholder Relations

Professional Experience

City of Austin – Strategic Communication Consultant (2023 – Present)

- Lead strategic communication initiatives, marketing campaigns, and community engagement strategies.
- Provide citywide communication guidance and performance analysis.

City of Austin – Public Information Specialist Senior (2022 – 2023)

- Managed media relations, drafted press releases, developed social media strategies, and oversaw bilingual communication efforts.

City of Austin – Community Engagement Assistant (2020 – 2022)

- Facilitated public forums and stakeholder dialogues on public safety and community initiatives, integrating bilingual communication strategies and crisis-response messaging into engagement efforts.

The Light of the World – Public Relations Specialist (2017 – 2023)

- Directed international media relations and crisis communication strategies.

Professional Affiliations

- Public Relations Society of America (PRSA), Member
- Hispanic Public Relations Association of Texas, Member
- Public Relations Student Society of America (PRSSA), Former VP of Fundraising

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Skills

- Native Fluency in English & Spanish
- Adobe Creative Suite (Photoshop, Premiere Pro, Illustrator)
- Social Media Strategy & Analytics
- Cision, Meltwater, Critical Mention
- Google Analytics Certified | Hootsuite Certified