

Sarah Zepeda

Marketing & Special Events Administrator

McAllen SHINES – McAllen Public Works

Sarah Zepeda serves as the Marketing and Special Events Administrator for the City of McAllen Public Works Department. With a dynamic background in both the arts and public service, she brings a rare blend of creativity, discipline, and strategic communication to municipal operations.

Sarah holds a Bachelor's degree in English and Communication from The University of Texas Rio Grande Valley, where she developed the foundation for impactful storytelling and community engagement.

Her early career was shaped by her time as a dancer for the NBA's Houston Rockets, where she learned the power of public presence, community engagement, and brand representation on a global stage. That experience ignited a passion for creating impactful connections between organizations and the communities they serve.

Transitioning from the arena to the administrative realm, Sarah applied that same energy to the marketing world, developing innovative campaigns and producing events that resonate with diverse audiences. Her experience spans corporate marketing, public relations, and civic engagement, all underscored by a deep understanding of how to drive participation, foster pride, and tell a city's story with integrity and purpose.

Today, she leads with intention, elevating programs like **McAllen SHINES**—a citywide initiative rooted in pride, cleanliness, and doing the right thing. Through bold outreach and strategic collaboration, Sarah ensures McAllen shines not just in name, but in action.