

# Sarah Provancher

[REDACTED]  
Louisville, Kentucky 40220  
[REDACTED]

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## **SUMMARY**

Senior Communications and Government Relations Executive with 25+ years of experience in public relations, marketing and community relations and advocacy; a track record of advancing the goals and business objectives of companies, non-profits and political advocacy/member organizations. Currently a J.D. Candidate with degree complete in December, 2025.

## **EXPERIENCE**

**J.D. CANDIDATE**, Mitchell Hamline School of Law (St. Paul, Minnesota)

*Graduation: Dec. 2025*

Certificate in Conflict Resolution (Mediation, Arbitration and Negotiation); 2025 CALI Award for Public Advocacy

### **LOUISVILLE GOP/ JEFFERSON COUNTY REPUBLICAN PARTY**

Executive Director, *January 2025 – Present*

Overseeing political advocacy organization raising money for candidate elections and re-elections, communicating party goals, garnering and responding to media on party and candidate issues, engaging grassroots volunteers for Kentucky's largest county political party; Serving on and supporting Steering, Executive, Finance, Budget, Local Organization Committees.

**PRO COMMUNICATIONS, LLC**, Louisville, Kentucky

*Owner & President, Founded in May 2004 – Sold in December, 2023*

Established and built strategic communications company with annual gross revenue of \$250K+ to create and implement communications, public relations and marketing plans for \$1M+ businesses and non-profits; often served as outsourced communications executive for mid-size companies.

Successfully purchased and merged two companies into Pro Communications including ProMoter Marketing in 2014 and The Pepper Group, Ltd. in 2017; Expanded portfolio of clients and broadened business and talent offerings of in-house brand development and creative design. Managed 2 - 10 employees throughout the life of the business.

Pro Communications worked with hundreds of clients in a variety of industries including hospitality, healthcare, insurance, technology and the arts. Highlights include:

**LOUISVILLE GOP/ JEFFERSON COUNTY REPUBLICAN PARTY**, *January 2022 – October 2023*

Served as communications consultant overseeing all communications for Kentucky's largest county political party including social media, media strategy/messaging/design for county candidates; Coordinated special events and media for annual Lincoln Day Dinner and Feb., 2023 statewide Ky. Republican Gubernatorial Debate

**JEWISH COMMUNITY CENTER OF LOUISVILLE**, *March 2012-Present*

Communications consultant for 10+ years; Oversaw virtual/in-person groundbreaking and ribbon-cutting and PR campaign for \$42.5M new facility; Increased membership by 60% in new facility's first year (4,000 members in June 2022 to over 10,000 in June 2023) with successful marketing and communications campaign strategy development and implementation; Directed internal team of 6 (including 2 graphic designers, 2 social media coordinators, 1 newspaper editor, 1 newspaper sales associate) and worked cross-organizationally with all departments to promote all JCC and Jewish Federation events/programs/fundraising campaigns

**500W / 500 W. JEFFERSON ST. / SOMERA ROAD**, owner/developer), *December 2020 – December 2023*

Planned and directed all media relations and tenant/public events for \$20M+ for one of Louisville's premiere 29-story office building during new ownership and re-development; Coordinated ribbon-cutting and press conference for grand opening in July 2023; Provided concept and oversight of marketing activation plan that included unique monthly tenant and community-facing events

**WATERFRONT BOTANICAL GARDENS**, *May 2019 – December 2023*

Developed and implemented strategic PR/media relations plan to open Louisville's first urban botanical garden to the public; Managed, wrote scripts for and coordinated state-wide media for all garden press conferences and fundraising events; Collected and shared "evergreen" stories of interesting botanical aspects of garden, educational opportunities and volunteers/donors who contributed to garden's growth and development

**GIE+EXPO** (now Equip) and **HARDSCAPE NORTH AMERICA TRADE SHOWS** (for DC-based trade associations Outdoor Power & Equipment Institute and Concrete Masonry & Hardscape Association), *October 2014 - December 2023*

Responsible for marketing/communications strategy and implementation including direct mail, email campaign, print and digital advertising and social media for trade show that increased from 15,000 attendees in 2015 to over 21,000 in 2019; Won industry award in 2020 for "Bring Your Crew" communications concept to encourage multiple attendees from individual companies

**KERR-GREULICH ENGINEERING, CO.**, *January 2015 – December 2023*

Oversight of marketing and communications efforts for a top Louisville engineering firm; Developed and managed monthly social media and e-newsletter communications; Successfully pitched high-profile project work as PR/earned media stories to local and state business media outlets; Managed re-brand of company, including website redevelopment, following ownership transition

**RONALD MCDONALD HOUSE CHARITIES OF KENTUCKY**, *January 2020 – December 2021*

Developed and managed PR and social media campaigns creating community awareness of RMHCK to ultimately drive charitable contributions; created PR and influencer campaign for Pappy Bourbon Raffle that raised \$150,000, a 300% increase from previous year; won Outstanding Social Media award for "More Than a House" campaign during Give for Good citywide fundraising campaign

**KENTUCKY OPERA**, *April 2019 – September 2021*

Developed and managed PR and social media campaigns introducing and continuing awareness of season's productions as well as donor communications supporting move into new production

and rehearsal facility; Successfully launched in media “Amplify Your Voice” community engagement campaign during social unrest in Louisville in Summer of 2020

**NORTON HEALTHCARE, May 2015 – May 2019**

Served as a PR consultant to Norton Healthcare, Norton Children’s Hospital and Children’s Hospital Foundation PR teams to develop and pitch stories; Managed corporate-wide PR calendar; Worked with all departments to gather and share patient success stories and physician’s innovative treatments/procedures with local media and in healthcare system internal news outlets (i.e., monthly magazine, social media, website, etc.); Managed all media for opening of Norton Children’s Medical Center serving as 2<sup>nd</sup> regional facility designed “Just for Kids”; managed media for Foundation fundraising events, including well-known chef-driven event, Bourbon & Bowties™

**NORTHWESTERN MUTUAL, January 2005 – March 2015**

Serve as outsourced public relations consultant raising awareness and garnering earned media for 16 offices and over 100 financial representatives in Kentucky and Indiana

**FUND FOR THE ARTS, January 2004 – February 2016**

Responsible for marketing, communications, public relations, social media and event planning for annual \$8M fundraising campaign engaging corporate and workplace giving donors; Founded and served as editor of BRAVO magazine highlighting arts programming in Louisville

**ROCKFORD PUBLIC LIBRARY, Rockford, Illinois**

*Marketing & Community Relations Director, October 2002-January 2004*

**ROCKFORD AREA CONVENTION & VISITORS BUREAU, Rockford, Illinois**

*Rockin’ Summer Marketing Campaign Manager, April 2002-September 2002*

**CENTRE EVENTS/CORONADO THEATRE, Rockford, Illinois**

*Director of Theatre Services, Coronado Theatre, February 2001-March 2002*

**FRIENDS OF THE CORONADO THEATRE, Rockford, Illinois**

*Administrative Director, September 1999-January 2001*

- Managed day-to-day operations of \$18M fundraising campaign to restore 1920’s historic movie Theatre into performing arts center; managed marketing/public relations, donor relations and database, board of director communications and series of city-wide grand opening events

**ROCKFORD AREA ARTS COUNCIL, Rockford, Illinois**

*Administrative Assistant, October 1998-August 1999*

**NEW YORK CHAMBER SYMPHONY, New York, New York**

*Operations Assistant, May 1998-September 1998*

**AWARDS/RECOGNITION**

- 2025 CALI Award, Mitchell Hamline School of Law, Public Advocacy
- 2016 National Association of Women Business Owners (NAWBO), Kentucky Chapter, EPIC Award Finalist
- 2014 Business First ‘Forty Under 40’ Award Recipient
- 2014 Today’s Woman Magazine ‘Way to Go’ Woman – Entrepreneur Category

- 2012 Hot 10 Advertising, Marketing & PR Executive by the Advertising Federation of Louisville
- 2008 PRSA/IABC – Louisville Chapter, Landmarks of Excellence Award in the Electronic Communications and Technical Writing

## **COMMUNITY SERVICE**

- **Kentucky State Parks Foundation**, President, *2019-Present*
- **Scouting America – Lincoln Heritage Council**, Executive Committee & Marketing/Communications Chair, Board of Directors, *2018-Present*
- **Scouting America – CST 14 (Southern Region/U.S.)**, Marketing Chair-Elect, 2025-2026 – CST 14 Marketing Chair, 2026-2027
- Avondale Neighborhood, past-President and Treasurer, Board of Directors, *2010-Present*
- Arts Alliance of Southern Indiana, Member, Board of Directors, *2018-2020*
- **Habitat for Humanity of Metro Louisville**, Member/Marketing Chair, Board of Directors, *2016-2019*
- **Kentucky State House of Representatives**, District 31, Republican Candidate, *2016*
- **Louisville Metro Council**, District 26, Republican Candidate, *2012*
- Metropolitan Republican Woman’s Club, Member, *2011-Present*
- Kentucky Republican Women’s Roundtable, Class Participant, *2011-2012*
- National Association of Women Business Owners (NAWBO), Kentucky Chapter, Member and Marketing Chair, *2013-2015*
- Louisville Metro Parks Foundation, Member, Board of Directors, *2012-2014*
- NeXt! Young Professionals – Fund for the Arts, Co-founder and Inaugural Class Participant, *2008*
- Chamber Music Society of Louisville, Member, Board of Directors, *2006-2009*
- Younger Woman’s Club of Louisville, *2005-2007*
- River District Association (Rockford, IL), President, *2001-2003*

## **EDUCATION**

**MITCHELL HAMLIN SCHOOL OF LAW**, St. Paul, Minnesota  
J.D. Candidate, Class of 2026 (*Degree complete in Dec., 2025*)

**ROLLINS COLLEGE**, Winter Park, Florida  
*Bachelor of Arts Degree*, Music Performance and Business Administration  
*Class of 1998*  
Magna Cum Laude

**DR. PHILLIPS HIGH SCHOOL**, Orlando, Florida  
*Class of 1995*

## **OTHER RELATED INTERESTS/STUDIES**

**CHINESE LANGUAGE STUDIES**, *2018 – present*  
Bi-monthly lessons with private Chinese instructor and involvement with Crane House/Asia Institute in Louisville

## **REFERENCES**

David Fenley  
President & CEO, Fenley Real Estate  
[REDACTED]

John Fischer  
Co-Owner, Hotel Genevieve and Managing Member, Fischer Real Estate



Don Fitzpatrick  
Chair, Jefferson County Republican Party



Tony Piagentini  
Louisville Metro Council Representative – District 19



Sen. Julie Raque Adams  
Kentucky State Senate – District 36



Rep. Jared Bauman  
Kentucky State House – District 28



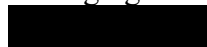
Kevin Bratcher  
Louisville Metro Council Representative – District 22



Rep. Chris Lewis  
Kentucky State House – District 29



Dan Rivers  
Managing Partner, Northwestern Mutual



John McCarthy  
Owner, McCarthy Strategic Solutions



Bill Lamb  
President & Gen'l Manager, WDRB



Erin Hartman  
Assistant Commonwealth Attorney – Jefferson County (30<sup>th</sup> Judicial Circuit)



Kim Baker  
CEO, Kentucky Performing Arts

[REDACTED]  
Maggie Harlow  
Owner, Sign-a-Rama Downtown  
[REDACTED]

Sara Klein Wagner  
President & CEO, Jewish Federation of Louisville and Trager Family JCC  
[REDACTED]

Tom Wissinger  
Executive Director, Trager Family JCC  
[REDACTED]

Matt Golden  
Attorney, Daniels & Assoc.  
[REDACTED]

Khalil Batshon  
Louisville Metro Council Representative – District 25  
Owner, Khalil's Catering  
[REDACTED]

Phil Patton  
Retired Circuit Court Judge - 43rd Judicial Circuit of Barren and Metcalfe Counties  
[REDACTED]

Jason Brauner  
Co-Owner, Bourbons Bistro & Master Blender, Buzzard's Roost Whiskey  
[REDACTED]

Stacy Gordon-Funk  
Chief of Advancement, Speed Museum  
[REDACTED]

Vincenzo Gabriele  
Owner, Vincenzo's Italian Restaurant  
[REDACTED]

Doug Gorman  
Judge Executive - Warren County, Kentucky (Bowling Green)  
[REDACTED]

Jason Pierce  
President & CEO, Lincoln Heritage Council - Scouting America  
[REDACTED]

Rob Locke  
President & CEO, Habitat for Humanity of Greater Louisville



Kayla Mount  
CEO, SuperFanU (Sold)



Denise Spalding  
Retired President/Founder, Highnote (formerly Allegra Marketing)



John Fischer  
Co-Owner, Hotel Genevieve and Managing Member, Fischer Real Estate



Maggie Roetker  
Director of Public Relations, Norton Healthcare



David McArthur  
Director of Public Relations, U of L Health



Emily Digenis  
General Counsel & Chief Operating Officer, Digenis Plastic Surgery



Libby Milligan  
Principal, McCarthy Strategic Solutions



Leah Eggers  
COO, On Plane Human Resources Consulting



Molly Caldwell  
Director of Development, YMCA of Central Kentucky (former Executive Director, Kentucky State Parks Foundation)



Tiffany Cardwell  
Retired Senior Human Resources Advisory Services Manager, Cherry Bekaert



John Groh  
President & CEO, Rockford (IL) Tourism Bureau



John Y. Brown IV  
Assistant Attorney General, Kentucky

