

Contact Brand Engagement and Strategic Communications

Call the Brand Engagement and Strategic Communications Office at 281.425.6337.
Fax: 281.425.6257



Brian Waddle

Executive Director of Brand Engagement and Strategic Communications

- JBH, Office 131
- bwaddle@lee.edu

Brian Waddle leads strategic marketing, communications, and public affairs to achieve institutional goals and enhance the college's brand, reputation, and community engagement.



Chris Coats

Director of Brand Engagement and Strategic Communications

- JBH, Office 136
- ccoats@lee.edu
- 281.425.6414

Chris Coats guides day-to-day marketing and communications operations, ensuring consistent messaging and strong community and social media presence.



Roger Demary

Web Services Manager

- JBH, Office 128
- rdemary@lee.edu

Roger Demary oversees and maintains the college's web platforms, infrastructure, and digital tools to ensure secure, functional, and user-friendly online experiences.



Sean Barnes, MFA

Creative Services Manager

- JBH, Office 125
- sbarnes@lee.edu

Sean Barnes manages the design and production of visual materials and advertising to ensure consistent, creative, and effective representation of the college's brand.



Sebastian Troitiño, MBA

Digital Marketing Manager

- JBH, Office 134B
- stroitino@lee.edu

Sebastian Troitiño leads the digital marketing strategy for Lee College, overseeing paid advertising, analytics, and brand growth. He drives lead generation through strategic planning, integrated campaigns, and cross-platform digital innovation.



Richard Palacio

Digital Content and Design Specialist

- JBH, Office 127
- rpalacio@lee.edu
- 832.556.4303

Richard Palacio designs graphics for athletics and campus projects, supports Creative Services, and provides backup assistance for web services and digital platforms.



Estefany Sanchez

Multimedia Specialist

- JBH, Office 134
- essanchez@lee.edu

Estefany Sanchez handles all aspects of social media and photography. She develops and implements visual content strategies that enhance our brand identity and engage our audience across digital platforms.



Drew Yoder

Community Engagement Coordinator & Head Cheerleading Coach

- JBH, Office 133
- dyoder@lee.edu
- 281.425.6831

Drew Yoder builds strong partnerships between the college and the local community through outreach and engagement. He is also head cheer coach.



Amanda Smoke

Public Relations Manager

- JBH, Office 129
- asmoke@lee.edu

Amanda Smoke, oversees media relations, press inquiries, and communications. She writes *Polaris* magazine and produces the *Navigator News* newsletter.



Andric Cantu

Navigator Athletics Social Media Specialist

- Arena, Office 127
- ancantu@lee.edu

Andric Cantu coordinates Navigator Athletics' social media, capturing photos and creating content to promote teams, events, and highlights.



Sara Hernandez

Print Shop Manager

- JBH, Office 140
- shernandez@lee.edu

Sara Hernandez oversees the campus print shop, managing production of high-quality print materials, ensuring efficient workflow, cost control, and alignment with the college's brand.

Steven Flores Zuniga

Print Shop Technician

- JBH, Office 140
- sfloreszuniga@lee.edu

Steven Flores Zuniga helps print materials in the campus print shop, including flyers, posters, brochures, and other documents and products.

Calyn Dugat

Part-time Social Media Specialist

- JBH, Office 133
- cdugat@lee.edu

Calyn Dugat assists with social media creation, producing short-form video that supports Lee College's visual brand and engages its digital audience.

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