

Sabrina Sanchez is a Reporter working across *Campaign US* and *PRWeek US*. She is a Gen Zer covering all things Gen Z, youth culture, emerging platforms, adtech, martech, social media, influencer marketing, brand purpose, agency culture and diversity. Prior to joining Haymarket Media as a full-time reporter, Sabrina interned at PRWeek as a high school and college student. She also wrote as a freelancer, and byline has appeared in several publications including Westchester Magazine, Off the Shelf and Get Literary.