



FOR IMMEDIATE RELEASE
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CELINA ISD NAMES NEW DIRECTOR OF COMMUNICATIONS AND MARKETING

CELINA, TX -- Celina ISD Superintendent Dr. Tom Maglisceau announced at the May 18 regular board meeting the appointment of Samantha FitzPatrick as the district's new Director of Communications and Marketing. FitzPatrick will lead strategic communications, marketing, community partnerships, and media relations for Celina ISD, ensuring that families, staff, community members, and media partners are informed, engaged, and connected to the district's vision to position Celina as a destination of choice for families across North Texas.

"Samantha FitzPatrick is an accomplished communications leader with more than a decade of experience in public relations, media relations, and strategic communications," said Dr. Tom Maglisceau. "As our district evolves, our responsibility to communicate with clarity, transparency, and purpose becomes that much more essential. Samantha's experience leading district communications, building strong community relationships, and supporting large-scale initiatives will be a tremendous asset to Celina ISD as we continue to serve our families and community."

Prior to joining Celina ISD, FitzPatrick served as Director of Communications for Lewisville ISD, where she led districtwide communication efforts, community engagement initiatives, crisis communications, and marketing campaigns. FitzPatrick began her communications career in the public sector before transitioning into public education communications, where she has served in multiple leadership roles specializing in strategic messaging, media relations, community partnerships, and large-scale communications initiatives.

"I am deeply humbled and honored to lead the communications and marketing efforts of Celina ISD into the future," FitzPatrick said. "Joining the Bobcat family is an incredible opportunity and I look forward to partnering with our staff, families and community to help tell the stories of excellence happening across the district every day."

FitzPatrick received her Bachelors of Business Administration with a major in Marketing from Hardin-Simmons University. She has two daughters entering early education who will attend Celina ISD schools in the fall.