

Isabelle Todd

Dynamic PR Leader

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SUMMARY

Accomplished PR Director with 8+ years of experience managing multiple account teams, creating successful campaigns, and mentoring junior and senior team members. Known for building strong client relationships and delivering measurable results.

EXPERIENCE

PR Director

ABC Agency

Date period • New York, NY

Managed multiple account teams and implemented fixes resulting in a 30% increase in client satisfaction.

- Developed and executed successful PR campaigns for clients resulting in a 25% increase in media coverage.
- Maintained and built strong client relationships, resulting in a 40% increase in repeat business.
- Mentored junior team members and provided guidance to senior team members, resulting in a 20% increase in team productivity.

Senior PR Manager

XYZ Agency

Date period • San Francisco, CA

Led media relations and crisis communications resulting in a 20% increase in positive media coverage.

- Developed and managed successful media relations campaigns for high-profile clients resulting in a 30% increase in positive media coverage.
- Implemented crisis communications plans for clients resulting in a 40% decrease in negative media coverage.
- Mentored junior team members and provided guidance to senior team members, resulting in a 25% increase in team productivity.

PR Manager

DEF Agency

Date period • Chicago, IL

Created successful PR campaigns resulting in a 15% increase in media coverage.

- Developed and executed successful PR campaigns for clients resulting in a 15% increase in media coverage.
- Maintained and built strong client relationships, resulting in a 30% increase in repeat business.
- Managed junior team members and provided guidance to senior team members, resulting in a 15% increase in team productivity.

EDUCATION

Bachelor of Arts in Public Relations

University of Michigan

Date period • Ann Arbor, MI

LANGUAGES

English Native ••••• French Proficient •••••

Spanish Advanced •••••

STRENGTHS



Effective Team Management

Managed 5 teams and increased productivity by 30% in 3 months



Quick Problem Solver

Identified and fixed campaign issues, resulting in a 20% increase in client satisfaction



Strong Mentorship Skills

Mentored junior team members and guided them to achieve 100% success rate on projects



Excellent Communication

Improved client communication and satisfaction by implementing weekly progress reports

SKILLS

Project management

Client communication

Media pitching

Data analysis Market research

Leadership Problem solving

ACHIEVEMENTS



Successful Crisis Management

Handled a high-profile crisis for a client, resulting in minimal reputational damage



Team Development

Developed a training program that improved the skills and performance of team members

AWARDS



Best PR Campaign

Awarded for a successful campaign that generated over 1 million media impressions



Top 40 Under 40

Recognized for exceptional leadership and contribution to the industry