

Isabelle Todd

Dynamic PR Leader

@ johndoe@email.com 📍 New York, NY



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