

Professional Summary

Results-driven PR12 professional with 12+ years of experience in Public Relations and Content Writing, delivering exceptional media coverage for top corporate, hospitality, fashion, and sports brands. Proven track record of success in management, public relations, and communication, with a passion for continuous learning and excellence.

Professional Experience

Head of Public Relations and Content Strategy

Inazuma.co | January 2020 - Present

Senior Public Relations Manager

Intrasoft Technologies | June 2018 - December 2019

Key Achievements:

- Secured 50% increase in media coverage for key clients through strategic pitching and relationship building.
- Developed and implemented a crisis management plan, reducing response time by 30%.

Responsibilities:

- Managed a team of 3 PR professionals, providing guidance and mentorship.
- Crafted and disseminated press releases, media alerts, and other communications materials.

Public Relations Manager

FashionForward Inc. | March 2015 - May 2018

Key Achievements:

- Coordinated high-profile fashion events, resulting in a 25% increase in brand visibility.
- Built and maintained relationships with key fashion influencers and media outlets.

Responsibilities:

- Developed and executed PR strategies for new product launches and brand campaigns.
- Collaborated with the marketing team to create cohesive brand messaging.

PR and Communications Coordinator

SportsPro Media | January 2012 - February 2015

Key Achievements:

- Assisted in securing media coverage for high-profile sports events, resulting in a 15% increase in viewership.
- Created engaging content for social media platforms, growing followers by 50%.

Responsibilities:

- Coordinated press conferences and media days for sports personalities and events.
- Drafted press releases, media alerts, and other communications materials.

Education

Master of Arts in Public Relations

University of Southern California (USC) | 2012

Technical Skills

Management:

- Team Management
- Project Management
- Crisis Management

Public Relations:

- Media Relations
- Press Release Writing
- Event Planning

Communication:

- Content Writing
- Social Media Management
- Public Speaking