

Professional Summary

Results-driven PR leader with 12+ years of experience in crafting transformative strategies for consumer and B2B brands, leveraging expertise in media relations, digital media, and corporate communications to drive business growth and enhance brand perception. Proven track record of successful leadership, team advocacy, and innovative storytelling across diverse industries, including music, entertainment, and start-ups.

Professional Experience

Head of Public Relations (PR09)

Inazuma.co | January 2020 - Present

Senior PR Manager (PR07)

EchoWave Media | June 2018 - December 2019

Key Achievements:

- Boosted brand visibility by 300% through targeted media outreach and strategic partnerships.
- Led the launch of a new product line, resulting in a 25% increase in sales within the first quarter.

Responsibilities:

- Managed a team of PR specialists to develop and implement client campaigns.
- Collaborated with the digital marketing team to integrate PR strategies with online advertising efforts.

PR Manager (PR05)

SonicBoom Entertainment | March 2015 - May 2018

Key Achievements:

- Successfully managed the publicity for a high-profile music festival, attracting over 50,000 attendees.
- Developed and maintained relationships with key music industry influencers and media outlets.

Responsibilities:

- Coordinated press events and product launches for new music releases and artist promotions.
- Assisted in the development of social media content to enhance artist and brand engagement.

PR Coordinator (PR03)

Pulse Communications | January 2012 - February 2015

Key Achievements:

- Assisted in the execution of a national product launch, resulting in a 15% increase in brand awareness.
- Built and maintained a database of media contacts across various industries.

Responsibilities:

- Supported the PR team in drafting press releases and media kits.
- Coordinated logistics for press events and conferences.

Education

Bachelor of Arts in Communications

University of California, Los Angeles (UCLA) | December 2011

Technical Skills

Digital Media & Marketing:

- Digital Strategy
- Digital Marketing
- Social Media Marketing
- Online Advertising
- Mobile Marketing
- Content Management

Public Relations & Communications:

- Media Relations
- Public Relations
- Corporate Communications
- Investor Relations
- Publicity
- Spokesperson

Content Creation:

- Copywriting
- Creative Writing

- Content Development
- Writing
- Storytelling

Industry Knowledge:

- Music Industry
- Entertainment
- Start-ups

Leadership & Collaboration:

- Leadership
- Strategic Partnerships
- Integrated Marketing
- Social Networking

Technology:

- Mobile Devices
- Mobile Technology
- Digital Distribution
- New Media