

Professional Summary

Results-driven PR professional with 10+ years of experience in international and private institutions, leveraging strong business and media networks to drive strategic growth and effective communications. Proven track record of success in strategic planning, business strategy, and market research, with expertise in managing cross-functional teams and projects.

Professional Experience

Director of Public Relations (PR09)

Inazuma.co | January 2020 - Present

Senior PR Manager (PR07)

GlobalConnect Inc. | June 2018 - December 2019

Key Achievements:

- Increased media coverage by 300% through targeted outreach and press releases.
- Developed and implemented a crisis communications plan, reducing response time by 50%.

Responsibilities:

- Managed a team of 3 PR coordinators, providing guidance and oversight.
- Collaborated with the marketing team to launch a successful product campaign, resulting in a 25% sales increase.

PR Manager (PR05)

Pinnacle Enterprises | March 2015 - May 2018

Key Achievements:

- Built and maintained relationships with key media influencers, securing feature stories in top-tier publications.
- Coordinated large-scale events, including product launches and conferences, with attendance exceeding 500 guests.

Responsibilities:

- Developed and executed PR strategies for new product launches, resulting in a 15% increase in brand awareness.
- Assisted in the creation of marketing materials, including press releases and social media content.

PR Coordinator (PR03)

Emerald Communications | January 2012 - February 2015

Key Achievements:

- Assisted in the development of a social media strategy, growing followers by 500% in 6 months.
- Coordinated logistics for press events, ensuring seamless execution and positive media coverage.

Responsibilities:

- Provided administrative support to the PR team, including calendar management and travel arrangements.
- Conducted research for media lists and press releases, ensuring accuracy and relevance.

Education

Master of Business Administration (MBA)

Harvard University | June 2012

Relevant Coursework:

- Marketing Management
- Strategic Communications
- International Business

Technical Skills

Communication & Marketing:

- Marketing Communications
- Public Relations
- Social Media Marketing
- Media Relations
- Press Releases
- Strategic Communications
- Publicity
- Online Advertising
- Brand Management
- Event Planning
- Corporate Communications
- Advertising

Business & Strategy:

- Strategic Planning
- Business Strategy
- Market Research
- Strategy
- Business Planning
- Management Consulting
- International Business
- Marketing Strategy
- Entrepreneurship
- Business Development
- Project Planning
- Corporate Finance

Operations & Tools:

- Project Management
- Event Management
- Budgeting
- Budgets
- Analysis
- Internal Communications
- Marketing Management
- Microsoft Office