

Professional Summary

Results-driven PR professional with 15+ years of experience in Public Relations, Hospitality Management, and Business Development. Proven track record of driving revenue growth, enhancing brand reputation, and leading high-performing teams in the hospitality industry. Possesses a unique blend of international experience, linguistic skills, and expertise in marketing strategy, hotel management, and social media.

Professional Experience

Global Director of Public Relations & Communications

Inazuma.co | May 2020 - Present

Press & Public Relations Director

Metropole Monte-Carlo | May 2014 - April 2020

Key Achievements:

- Increased media coverage by 300% through targeted PR campaigns
- Developed and executed a social media strategy, resulting in a 500% follower growth

Responsibilities:

- Managed a team of 5 PR professionals
- Coordinated with hotel management to drive revenue growth through targeted marketing initiatives

Assistant Director of Public Relations

Shangri-La Hotel, Singapore | January 2010 - April 2014

Key Achievements:

- Successfully launched the hotel's rebranding campaign, resulting in a 20% increase in bookings
- Built and maintained relationships with key media contacts, securing feature stories in top-tier publications

Responsibilities:

- Assisted in managing a team of 3 PR professionals
- Collaborated with the marketing team to develop promotional materials

Public Relations Coordinator

Four Seasons Hotel, Paris | June 2007 - December 2009

Key Achievements:

- Coordinated logistics for high-profile events, including the hotel's annual charity gala
- Assisted in developing and implementing social media campaigns

Responsibilities:

- Provided support to the PR team in responding to media inquiries
- Maintained the hotel's press database and media kits

Junior Consultant

Hospitality Management Consulting, Italy | January 2005 - May 2007

Key Achievements:

- Conducted market research for a new hotel development project in Rome
- Assisted in developing a business plan for a boutique hotel in Florence

Responsibilities:

- Provided research support to senior consultants
- Contributed to the development of client presentations

Education

Master's in Hospitality Management

École hôtelière de Lausanne (EHL) | 2005

Relevant Coursework:

- Hospitality Marketing
- Hotel Operations Management
- Food and Beverage Management

Technical Skills

Marketing & Business Development:

- Marketing Strategy
- Business Development
- New Business Development
- Revenue Analysis

Hospitality Management:

- Hotel Management

- Hospitality Industry
- Resorts
- Hotels

Digital & Communication:

- Social Media
- Management Consulting
- French

Food & Beverage:

- Food & Beverage Management
- Pre-opening