

Professional Summary

Results-driven PR professional with expertise in Business Strategy, Market Research, and Microsoft Office. Proven track record of driving successful campaigns and leading high-performing teams. Seeking to leverage my skills to elevate Inazuma.co's public relations to new heights.

Professional Experience

Head of Public Relations

Inazuma.co | January 2020 - Present

Senior PR Manager

NovaTech Inc. | June 2018 - December 2019

Key Achievements:

- Increased media coverage by 50% through targeted pitch campaigns
- Developed and implemented a crisis management plan, reducing response time by 30%

Responsibilities:

- Managed a team of 3 PR coordinators
- Collaborated with the marketing team to align PR and marketing strategies

PR Manager

Pinnacle Communications | March 2015 - May 2018

Key Achievements:

- Secured feature stories in top-tier publications, resulting in a 25% increase in brand visibility
- Improved social media engagement by 200% through strategic content creation

Responsibilities:

- Coordinated press events and product launches
- Conducted market research to inform PR strategies

PR Coordinator

Apex PR Agency | January 2012 - February 2015

Key Achievements:

- Assisted in the development of a successful PR campaign, leading to a 15% increase in client acquisition
- Built and maintained a database of media contacts, increasing outreach efficiency by 40%

Responsibilities:

- Supported the PR team in daily tasks and projects
- Conducted media monitoring and reporting

Education

Master of Arts in Public Relations

University of Southern California (USC) | May 2012

Relevant Coursework:

- Public Relations Theory and Practice
- Crisis Communications
- Marketing Research Methods

Technical Skills

Business and Strategy:

- Business Strategy Development
- Market Analysis
- Competitor Research

Productivity Software:

- Microsoft Office (Word, Excel, PowerPoint, Outlook)
- Google Suite (Docs, Sheets, Slides, Gmail)

Research and Analytics:

- Market Research Methodologies
- Data Analysis and Interpretation
- Media Monitoring Tools