

Professional Summary

Results-driven PR professional with 12+ years of experience in shaping public image, crafting compelling narratives, and driving strategic communications for top entertainment brands. Proven track record of successfully managing high-profile events, fostering strong media relationships, and leveraging digital marketing to amplify brand presence.

Professional Experience

Head of Public Relations (PR09)

Inazuma.co | January 2020 - Present

Senior PR Manager (PR07)

Starlight Entertainment Inc. | June 2018 - December 2019

Key Achievements:

- Boosted brand visibility by 35% through targeted social media campaigns.
- Successfully managed the launch of 3 high-profile movies, garnering extensive media coverage.

Responsibilities:

- Developed and executed comprehensive PR strategies.
- Collaborated with the marketing team to integrate PR with overall brand objectives.

PR Manager (PR05)

DreamWorks Media | March 2015 - May 2018

Key Achievements:

- Enhanced media relations, resulting in a 25% increase in positive press coverage.
- Coordinated logistics for 5 major film premieres, ensuring seamless execution.

Responsibilities:

- Crafted and disseminated press releases to diverse media outlets.
- Assisted in planning and executing promotional events.

Junior PR Coordinator (PR03)

Skybound Productions | January 2012 - February 2015

Key Achievements:

- Contributed to a 15% rise in social media engagement through creative content creation.
- Provided support for the successful launch of 2 TV series.

Responsibilities:

- Assisted in writing press materials and social media content.
- Coordinated with the events team for smaller scale promotions.

Education

Master of Arts in Public Relations
University of Southern California (USC) | 2012

Technical Skills

Communication & Writing:

- Creative Writing
- News Writing
- Resume Writing

Marketing & Promotion:

- Brand Management
- Digital Marketing
- Event Management
- Event Planning
- Marketing
- Promotional Marketing
- Social Media Marketing

Industry & Consulting:

- Consulting
- Entertainment
- Film
- Strategic Planner

Public Relations:

- Public Relations