

## Professional Summary

Results-driven Public Relations Executive with 12+ years of experience in crafting compelling narratives, fostering strategic partnerships, and driving brand visibility. Proven track record of success in high-pressure environments, with a keen eye for detail and a talent for team leadership.

## Professional Experience

### Senior Director of Public Relations (PR12)

Inazuma.co | January 2020 - Present

### Public Relations Manager (PR8)

NovaSpire Communications | June 2018 - December 2019

#### **Key Achievements:**

- Increased media coverage by 300% through targeted pitching and relationship-building
- Developed and implemented a crisis communications plan, reducing response time by 50%

#### **Responsibilities:**

- Managed a team of 3 PR coordinators
- Coordinated press events and product launches

### Senior PR Coordinator (PR5)

Pinnacle PR Agency | March 2015 - May 2018

#### **Key Achievements:**

- Secured feature coverage in top-tier publications, resulting in a 25% increase in brand awareness
- Collaborated with the creative team to develop award-winning campaign materials

#### **Responsibilities:**

- Assisted in the development of PR strategies for new clients
- Maintained and updated media lists and press kits

### PR Coordinator (PR3)

Greenleaf Media | January 2012 - February 2015

#### **Key Achievements:**

- Successfully coordinated a product launch event, attracting over 500 attendees
- Built and maintained relationships with key media contacts

**Responsibilities:**

- Assisted in the creation of press releases and media alerts
- Managed social media accounts for clients

## Education

**Bachelor of Arts in Communications**

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

## Technical Skills

**Productivity Software:**

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

**Management Tools:**

- Asana
- Trello
- Basecamp

**Social Media Platforms:**

- Facebook
- Twitter
- Instagram
- LinkedIn