

Professional Summary

Results-driven PR professional with 15+ years of experience in crafting and executing strategic public relations campaigns, fostering strong media relationships, and driving brand visibility. Proven track record of delivering high-impact PR solutions that meet and exceed client expectations.

Professional Experience

Head of Public Relations (PR12)

Inazuma.co | January 2020 - Present

Senior PR Manager (PR9)

Archer Public Relations | June 2015 - December 2019

Key Achievements:

- Successfully managed PR campaigns for 20+ clients, resulting in a 30% increase in brand visibility
- Developed and maintained strong relationships with key media influencers, securing 50+ media placements per quarter

Responsibilities:

- Led a team of 5 PR executives in campaign planning and execution
- Conducted media training sessions for clients to enhance their public speaking skills

PR Manager (PR6)

Pinnacle Communications | March 2012 - May 2015

Key Achievements:

- Conceptualized and executed a crisis communications plan, mitigating a potential brand reputation crisis by 90%
- Increased media coverage by 25% through targeted press releases and media outreach

Responsibilities:

- Managed a portfolio of 10 clients, providing tailored PR solutions
- Collaborated with the creative team to develop engaging press materials

PR Executive (PR3)

Nova Media Group | August 2009 - February 2012

Key Achievements:

- Assisted in the launch of 5 new product campaigns, contributing to a 20% increase in sales
- Built and maintained a database of 500+ media contacts

Responsibilities:

- Coordinated press events and product launches
- Drafted and distributed press releases to media outlets

Education

Master of Arts in Mass Communication

University of Delhi | 2009

Relevant Coursework:

- Public Relations and Corporate Communications
- Media Studies
- Marketing and Brand Management

Technical Skills

Public Relations:

- Crisis Communications
- Media Relations
- Press Release Writing
- Event Management

Media and Communications:

- Media Monitoring
- Social Media Management
- Content Creation
- Brand Journalism

Software Proficiency:

- Microsoft Office Suite
- Adobe Creative Cloud
- PR Software (e.g., Cision, Meltwater)