

Professional Summary

Results-driven PR&M Marketing and Public Relations Specialist with 10+ years of experience in the information technology and services industry. Proven track record of driving business growth through strategic marketing initiatives, social media management, and leadership. Seeking to leverage expertise to elevate brand presence and foster meaningful connections.

Professional Experience

Senior Marketing and Public Relations Director

Inazuma.co | January 2018 - Present

Marketing and PR Manager

NovaTech Inc. | June 2015 - December 2017

Key Achievements:

- Increased brand visibility by 30% through targeted social media campaigns
- Developed and executed a business development strategy, resulting in a 25% increase in new clients

Responsibilities:

- Managed a team of 3 marketing and PR professionals
- Coordinated with cross-functional teams to launch new product lines

PR Specialist

Pulse Communications | March 2012 - May 2015

Key Achievements:

- Successfully managed crisis communications for a high-profile client, minimizing brand damage
- Collaborated with the marketing team to launch a social media campaign, resulting in a 50% increase in followers

Responsibilities:

- Crafted and disseminated press releases to media outlets
- Developed and maintained relationships with key media contacts

Marketing Coordinator

Apex Marketing Agency | January 2010 - February 2012

Key Achievements:

- Assisted in the development of a marketing strategy, resulting in a 20% increase in sales
- Coordinated trade show appearances, increasing brand visibility

Responsibilities:

- Supported the marketing team in campaign execution
- Maintained and updated the company website and social media platforms

Education

Bachelor of Science in Marketing

University of California, Berkeley | December 2009

Technical Skills

Productivity Software:

- Microsoft Excel
- Microsoft Word

Digital Marketing:

- Social Media Management
- Business Development

Leadership:

- Team Management
- Strategic Planning