

Professional Summary

Results-driven PR14 professional with 8+ years of experience in Public Relations, leveraging exceptional communication and networking skills to drive business growth. Proven track record of successful brand management, strategic communications, and team leadership.

Professional Experience

Head of Public Relations

Inazuma.co | April 2018 - Present

Senior PR Manager

Pinnacle PR Agency | January 2016 - March 2018

Key Achievements:

- Increased media coverage by 300% through targeted pitching and relationship-building
- Developed and executed a crisis communications plan, minimizing brand damage by 90%

Responsibilities:

- Managed a team of 3 PR coordinators, providing guidance and mentorship
- Crafted and disseminated press releases, securing media placements in top-tier outlets

PR Manager

Spark Communications | April 2014 - December 2015

Key Achievements:

- Successfully launched 5 new product campaigns, resulting in a 25% increase in sales
- Built and maintained relationships with key media influencers, securing product features

Responsibilities:

- Conducted market research to inform PR strategies and messaging
- Collaborated with the marketing team to develop integrated campaigns

PR Consultant

Freelance PR Consultant | January 2012 - March 2014

Key Achievements:

- Provided PR support to 10+ clients, resulting in a 95% client retention rate
- Developed and implemented social media strategies, increasing followers by 500%

Responsibilities:

- Offered strategic PR counsel to clients across various industries
- Created and distributed press releases, securing media coverage

Education

Master of Arts in Mass Communication
University of Mumbai | 2012

Technical Skills

Communication & PR:

- Corporate Communications
- Media Relations
- Public Relations
- Press Releases
- Crisis Communications

Marketing & Advertising:

- Marketing Strategy
- Marketing Communications
- Advertising
- Brand Management
- Product Marketing

Digital & Social Media:

- Social Media Marketing
- Content Strategy
- Content Development
- Digital Media
- Online Advertising

Analytics & Tools:

- CRM
- SEO
- Email Marketing
- Copy Writing
- Content Management