

## Professional Summary

Results-driven PR10 professional with expertise in Business Strategy, Market Research, and Microsoft Office. Proven track record of driving successful campaigns and leading high-performing teams. Seeking to leverage my skills to elevate Inazuma.co's public relations to new heights.

## Professional Experience

### Head of Public Relations

Inazuma.co | January 2020 - Present

### Senior PR Manager

NovaTech Inc. | June 2018 - December 2019

#### Key Achievements:

- Increased media coverage by 50% through targeted pitch campaigns
- Developed and implemented a crisis management plan, reducing response time by 30%

#### Responsibilities:

- Managed a team of 3 PR coordinators
- Collaborated with the marketing team to align PR and marketing strategies

### PR Manager

Pinnacle Communications | March 2015 - May 2018

#### Key Achievements:

- Secured feature stories in top-tier publications, resulting in a 25% increase in brand visibility
- Improved social media engagement by 200% through strategic content creation

#### Responsibilities:

- Coordinated press events and product launches
- Conducted market research to inform PR strategies

### PR Coordinator

Apex PR Agency | January 2012 - February 2015

#### Key Achievements:

- Assisted in the development of a successful PR campaign, leading to a 15% increase in client acquisition
- Built and maintained a database of media contacts, increasing outreach efficiency by 40%

**Responsibilities:**

- Supported the PR team in daily tasks and projects
- Conducted media monitoring and reporting

## Education

**Master of Arts in Public Relations**

University of Southern California (USC) | May 2012

**Relevant Coursework:**

- Public Relations Theory and Practice
- Crisis Communications
- Marketing Research Methods

## Technical Skills

**Business and Strategy:**

- Business Strategy Development
- Market Analysis
- Competitor Research

**Productivity Software:**

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

**Research and Analytics:**

- Market Research Methodologies
- Data Analysis and Interpretation
- Media Monitoring Tools