

Professional Summary

Results-driven PR leader with 12+ years of experience in developing and executing innovative marketing communications programs for diverse audiences. Proven track record of fostering strong community relationships and driving brand awareness through strategic media relations and marketing initiatives.

Professional Experience

Director of Public Relations (PR09)

Inazuma.co | January 2018 - Present

Senior Public Relations Manager (PR07)

NovaSpire Inc. | June 2015 - December 2017

Key Achievements:

- Increased media coverage by 300% through strategic outreach and press releases.
- Developed and executed a community outreach program, resulting in a 25% increase in brand loyalty.

Responsibilities:

- Managed a team of PR coordinators to achieve departmental goals.
- Collaborated with the marketing team to integrate PR strategies with overall marketing plans.

Public Relations Manager (PR05)

Pinnacle Communications | March 2012 - May 2015

Key Achievements:

- Successfully pitched and secured media features in top-tier publications, enhancing brand visibility.
- Coordinated large-scale events, resulting in a significant increase in community engagement.

Responsibilities:

- Developed and maintained relationships with key media contacts.
- Assisted in the creation of press materials and marketing collateral.

PR Coordinator (PR03)

Emerald Media Group | January 2010 - February 2012

Key Achievements:

- Assisted in the launch of a new product, contributing to a 15% increase in sales within the first quarter.
- Built and maintained a database of media contacts, improving outreach efficiency.

Responsibilities:

- Coordinated logistics for press events and conferences.
- Supported the development of press releases and media kits.

Education

Master of Arts in Public Relations

University of Southern California (USC) - Annenberg School for Communication and Journalism | May 2009

Relevant Coursework:

- Strategic Public Relations
- Media Relations
- Marketing Communications

Technical Skills

Public Relations:

- Crisis Communications
- Media Outreach
- Community Engagement

Media Relations:

- Press Release Writing
- Pitch Development
- Media List Management

Marketing:

- Campaign Strategy
- Brand Management
- Social Media Marketing