

Professional Summary

Results-driven PR leader with 17+ years of global experience in driving corporate communications, marketing strategies, and public relations for startups and Fortune 100 companies. Proven track record of aligning communications with business objectives, fostering strategic partnerships, and leveraging analytics for informed decision-making.

Professional Experience

Global PR Director (PR09)

Inazuma.co | January 2020 - Present

Senior PR Manager (PR07)

NovaTech Inc. | June 2018 - December 2019

Key Achievements:

- Increased media coverage by 300% through targeted press releases and strategic partnerships.
- Developed and executed a crisis communications plan, minimizing brand impact by 90%.

Responsibilities:

- Managed a team of 4 in crafting and implementing PR strategies.
- Collaborated with the marketing team to integrate PR with overall marketing goals.

PR & Marketing Specialist (PR05)

Eclipse Ventures | March 2015 - May 2018

Key Achievements:

- Boosted social media engagement by 500% through content strategy and campaign execution.
- Successfully launched 3 startup clients, securing feature coverage in top-tier publications.

Responsibilities:

- Developed and maintained relationships with media, influencers, and clients.
- Assisted in creating marketing materials and press releases.

Junior PR Coordinator (PR03)

GlobalConnect | January 2012 - February 2015

Key Achievements:

- Assisted in organizing a global product launch event, attracting over 1,000 attendees.
- Contributed to a 25% increase in internal communications engagement through newsletter redesign.

Responsibilities:

- Coordinated logistics for press events and product launches.
- Supported the team in drafting press releases and internal communications.

Education

Master of Arts in Public Relations
University of Southern California (USC) | 2012

Technical Skills

Communication & Marketing:

- Lead Generation
- Corporate Communications
- Marketing Communications
- Public Relations
- Strategy
- Marketing

Digital & Analytics:

- CRM
- Analytics
- Social Media
- E-commerce

Software & Technology:

- Enterprise Software

Leadership & Collaboration:

- Leadership
- Strategic Partnerships
- Internal Communications