

## Professional Summary

Results-driven PR leader with 15+ years of experience in global communications, driving strategic narratives, and mitigating crises for top-tier companies. Proven track record of elevating brand reputation and fostering executive visibility.

## Professional Experience

### Global Head of Public Relations (PR10)

Inazuma.co | January 2020 - Present

### Director of Public Relations (PR8)

Spotify | June 2015 - December 2019

#### **Key Achievements:**

- Developed and executed a global communications strategy, resulting in a 30% increase in brand visibility.
- Successfully managed crisis communications during a high-profile service outage, minimizing brand damage.

#### **Responsibilities:**

- Led a team of PR specialists across three continents.
- Collaborated with the executive team on strategic communications.

### Senior Public Relations Manager (PR6)

Apple Inc. | March 2010 - May 2015

#### **Key Achievements:**

- Played a pivotal role in the launch communications of the iPhone 6, contributing to record-breaking sales.
- Enhanced media relations, securing feature stories in top-tier publications.

#### **Responsibilities:**

- Managed product launch communications for the Americas region.
- Coordinated with cross-functional teams for integrated marketing campaigns.

### Public Relations Manager (PR4)

Microsoft Corporation | September 2007 - February 2010

#### **Key Achievements:**

- Developed and implemented a social media strategy, increasing followers by 500% in 6 months.
- Successfully pitched and secured media coverage for new product releases.

**Responsibilities:**

- Handled media inquiries and press releases for the EMEA region.
- Assisted in the planning of corporate events.

## Account Executive

Edelman | June 2005 - August 2007

**Key Achievements:**

- Contributed to a 25% increase in client satisfaction through tailored communications strategies.
- Assisted in winning a major new business pitch, expanding the agency's portfolio.

**Responsibilities:**

- Supported account teams in campaign development and execution.
- Conducted research for client proposals and reports.

## Education

**Master of Arts in Public Relations**

University of Southern California (USC) Annenberg School for Communication and Journalism | May 2005

**Relevant Coursework:**

- Strategic Communications
- Crisis Management
- Media Relations

## Technical Skills

**Communication & PR Tools:**

- Media Monitoring Software
- Press Release Distribution
- Social Media Management Platforms

**Software Proficiency:**

- Microsoft Office Suite
- Google Workspace

- Adobe Creative Cloud

**Languages:**

- English (Native)
- Spanish (Proficient)