

# Professional Summary

Results-driven PR & Social Media Consultant with 15+ years of experience in crafting and executing integrated marketing strategies for luxury, FMCG, and lifestyle brands. Proven track record of elevating brand reputation, driving business growth, and leading high-performing teams.

## Professional Experience

### PR & Social Media Consultant (PR10)

Inazuma.co | January 2020 - Present

### Senior PR Manager (PR8)

Luminari Group | June 2018 - December 2019

#### **Key Achievements:**

- Successfully managed the launch of a new luxury product line, generating \$1 million in sales within the first quarter.
- Built and maintained relationships with top-tier media outlets, securing 50+ feature stories.

#### **Responsibilities:**

- Led a team of 3 PR coordinators in developing and executing PR strategies.
- Collaborated with the marketing team to integrate PR efforts with overall brand campaigns.

### PR Manager (PR6)

Bloom Agency | March 2015 - May 2018

#### **Key Achievements:**

- Increased social media followers by 500% through targeted campaigns and content creation.
- Secured partnerships with 3 influential lifestyle brands, resulting in a 20% increase in brand collaborations.

#### **Responsibilities:**

- Developed and implemented social media strategies for 5 client accounts.
- Assisted in the creation of press releases, media kits, and other PR materials.

### PR Coordinator (PR4)

Pinnacle Public Relations | January 2012 - February 2015

#### **Key Achievements:**

- Assisted in the coordination of 10+ successful product launches, resulting in a 15% increase in client sales.
- Built and maintained a database of 200+ media contacts.

#### **Responsibilities:**

- Coordinated logistics for press events and product launches.
- Assisted in the creation of press releases and media alerts.

## **Education**

#### **Bachelor of Arts in Communications**

University of California, Los Angeles (UCLA) | December 2011

## **Technical Skills**

#### **Marketing & Communications:**

- Integrated Marketing
- Marketing Communications
- Corporate Communications
- Media Relations
- Brand Management
- Public Relations

#### **Digital Marketing:**

- Social Media Marketing
- Marketing
- Brand Development
- Copywriting

#### **Business & Strategy:**

- Internal Communications
- Advertising
- Business Strategy
- Strategic Planning
- Marketing Strategy

#### **Industry Expertise:**

- Corporate Branding

- Reputation Management
- FMCG
- Luxury
- Sponsorship
- Lifestyle Brands
- F&B; Management