

Professional Summary

Results-driven PR10 professional with 6+ years of experience in Corporate Communication, Marketing, Brand Management, Public Relations, and Media Planning. Proven track record of successfully managing Corporate Communication & Public Relations for esteemed organizations, with expertise in strategic communications, crisis management, and team leadership.

Professional Experience

Head of Corporate Communication & Public Relations

Inazuma.co | January 2020 - Present

Senior Manager - Corporate Communication & Public Relations

Pinnacle Industries Limited | June 2018 - December 2019

Key Achievements:

- Successfully managed the rebranding campaign, resulting in a 30% increase in brand recognition
- Developed and executed a crisis communication plan, minimizing reputational damage by 25%

Responsibilities:

- Managed corporate communication and public relations for Pinnacle Industries Limited and its group companies
- Coordinated with cross-functional teams to align marketing strategies with business objectives

PR & Marketing Manager

Apex Marketing Solutions | March 2016 - May 2018

Key Achievements:

- Conceptualized and executed a social media campaign, increasing followers by 500% in 6 months
- Built and maintained strong relationships with media personnel, securing 20+ media features per quarter

Responsibilities:

- Handled public relations, marketing, and brand management for clients across various industries
- Conducted market research to inform marketing strategies and improve campaign effectiveness

Junior PR & Marketing Coordinator

Nova Communications | January 2015 - February 2016

Key Achievements:

- Assisted in the development of a successful product launch campaign, resulting in a 25% increase in sales
- Created engaging content for social media platforms, boosting engagement by 200%

Responsibilities:

- Supported the PR and marketing team in campaign execution and content creation
- Coordinated events and press conferences for clients

Education

Master of Business Administration (MBA) in Marketing

University of Michigan - Stephen M. Ross School of Business | 2014

Relevant Coursework:

- Marketing Strategy
- Brand Management
- Public Relations
- Market Research

Technical Skills

Communication & Marketing:

- Public Relations
- Marketing Communications
- Market Research
- Media Planning
- Editing
- CRM
- Corporate Communications
- Online Marketing
- Press Releases
- Social Media Marketing
- Marketing Strategy

- Advertising

Digital & Creative:

- Social Media
- Online Advertising
- Digital Media
- Integrated Marketing
- Copywriting
- Direct Marketing
- Digital Marketing
- Photoshop

Leadership & Management:

- Team Management
- Management
- Strategic Communications
- Crisis Communications

Software & Tools:

- Microsoft Office Suite
- Adobe Creative Cloud
- Google Analytics
- Hootsuite
- Mailchimp