Professional Summary

Results-driven PR professional with 12+ years of experience in Reputation Management, Crisis Management, and Corporate Communications. Proven track record of successfully navigating complex communications challenges and elevating brand reputation for Fortune 500 companies.

Professional Experience

Senior Director, Public Relations (PR09)

Inazuma.co | January 2018 - Present

Director, Corporate Communications

NovaTech Inc. | June 2015 - December 2017

Key Achievements:

- Developed and implemented a crisis communications plan, reducing brand reputation risk by 30%.
- Increased media coverage by 50% through targeted pitching and relationship-building.

Responsibilities:

- Managed a team of 3 communications specialists.
- Collaborated with cross-functional teams to align communications with business objectives.

Senior Account Manager

Pinnacle PR Agency | March 2012 - May 2015

Key Achievements:

- Secured 10+ media placements in top-tier publications for a new client, resulting in a 25% increase in brand awareness.
- Successfully managed a team to launch a product campaign, achieving a 20% sales increase within the first quarter.

Responsibilities:

- Led account teams for multiple clients.
- Developed and executed comprehensive PR strategies.

Communications Coordinator

Green Earth Non-Profit | January 2010 - February 2012

Key Achievements:

- Created and implemented a social media strategy, growing followers by 500% in 6 months.
- Assisted in organizing a charity event, raising $100,000 for environmental causes.

Responsibilities:

- Managed social media and email marketing campaigns.
- Coordinated event logistics and promotional materials.

Education

Master of Arts in Public Relations
University of Southern California (USC) | May 2009

Relevant Coursework:

- Crisis Communications
- Corporate Reputation Management
- Media Relations

Technical Skills

Communication & Collaboration:

- Microsoft Office Suite
- Google Workspace
- Slack

PR & Marketing Tools:

- Cision
- Hootsuite
- Mailchimp

Data Analysis:

- Google Analytics
- Excel
- Tableau