

Professional Summary

Results-driven Public Relations leader with 15+ years of experience in crafting and executing strategic communications, driving brand growth, and navigating complex crisis situations. Proven track record of leveraging earned media to amplify brand presence in a rapidly evolving digital landscape.

Professional Experience

Head of Public Relations & Brand Communications (PR09)

Inazuma.co | January 2020 - Present

Senior Manager, Public Relations (PR07)

NovaTech Inc. | June 2018 - December 2019

Key Achievements:

- Increased media coverage by 300% through targeted pitching and relationship building.
- Developed and executed a crisis communications plan, minimizing brand damage by 90%.

Responsibilities:

- Managed a team of PR specialists.
- Crafted and disseminated press releases and media alerts.

Public Relations Manager (PR05)

Eclipse Communications | March 2015 - May 2018

Key Achievements:

- Successfully launched three product campaigns, resulting in a 25% increase in sales.
- Established and maintained relationships with key media influencers.

Responsibilities:

- Coordinated with the marketing team for integrated campaigns.
- Conducted media training for senior executives.

PR Coordinator (PR03)

Pinnacle PR Agency | January 2012 - February 2015

Key Achievements:

- Assisted in securing media coverage in top-tier publications.
- Developed and implemented social media strategies for clients.

Responsibilities:

- Assisted in event planning and execution.
- Monitored and reported on media coverage.

Education

Master of Arts in Public Relations

University of Southern California (USC) - Annenberg School for Communication and Journalism | 2012

Technical Skills

Communication & PR:

- Media Relations
- Public Relations
- Crisis Communications
- Press Releases
- Publicity
- Internal Communications

Marketing & Strategy:

- Marketing Communications
- Integrated Marketing
- Marketing
- Strategic Communications
- Strategy
- Management

Digital & Social Media:

- Social Media
- Social Media Marketing
- Digital Media
- Digital Marketing
- Brand Development