

# Professional Summary

Results-driven PR professional with 12+ years of experience in crafting and executing strategic marketing and public relations campaigns, fostering strong relationships with leading media agencies globally. Proven track record of elevating brand visibility and driving business growth through innovative communications strategies.

## Professional Experience

### Head of Public Relations (PR12)

Inazuma.co | January 2020 - Present

### Senior PR Manager (PR9)

NovaTech Inc. | June 2018 - December 2019

#### **Key Achievements:**

- Increased media coverage by 300% through targeted pitch campaigns.
- Developed and executed a crisis management plan, reducing brand damage by 90%.

#### **Responsibilities:**

- Managed a team of 3 PR coordinators.
- Coordinated with the marketing team for cross-functional campaigns.

### PR Manager (PR6)

Pinnacle Communications | March 2015 - May 2018

#### **Key Achievements:**

- Built and maintained relationships with over 50 key media contacts.
- Successfully launched 5 new product campaigns, resulting in a 25% increase in sales.

#### **Responsibilities:**

- Created and disseminated press releases.
- Organized press conferences and product launches.

### PR Coordinator (PR3)

Emerald Media Group | January 2012 - February 2015

#### **Key Achievements:**

- Assisted in increasing social media followers by 500% through engaging content.

- Coordinated logistics for 10+ media events.

**Responsibilities:**

- Assisted in drafting press releases.
- Maintained the company's media database.

## Education

**Master of Arts in Mass Communication**

University of Delhi

**Relevant Coursework:**

- Public Relations, Media Studies, Marketing Communications

## Technical Skills

**Public Relations:**

- Crisis Management
- Media Relations
- Reputation Management

**Marketing:**

- Digital Marketing
- Campaign Strategy
- Brand Management

**Software Proficiency:**

- Microsoft Office Suite
- Adobe Creative Cloud
- PR Software (e.g., Cision, Meltwater)