

Professional Summary

Results-driven Public Relations expert with 10+ years of experience in crafting compelling narratives, fostering strong media relationships, and driving strategic communications initiatives. Proven track record of securing high-profile media placements and elevating brand visibility.

Professional Experience

Senior Director, Public Relations (PR09)

Inazuma.co | January 2018 - Present

Public Relations Manager (PR06)

Pinnacle Communications | June 2015 - December 2017

Key Achievements:

- Secured 50+ media placements in top-tier outlets, resulting in a 300% increase in brand visibility
- Developed and implemented a crisis communications plan, minimizing reputational damage by 90%

Responsibilities:

- Managed media relations and press releases
- Collaborated with cross-functional teams to drive PR initiatives

Senior Public Relations Coordinator (PR04)

Apex Media Group | March 2012 - May 2015

Key Achievements:

- Crafted and distributed press releases, resulting in a 25% increase in media coverage
- Built and maintained relationships with key media contacts, securing 20+ feature stories

Responsibilities:

- Assisted in developing PR strategies and campaigns
- Coordinated media events and press conferences

Public Relations Coordinator (PR02)

Nova News Network | January 2010 - February 2012

Key Achievements:

- Assisted in securing 10+ media placements in local and national outlets
- Developed and maintained the company's social media presence, increasing followers by 500%

Responsibilities:

- Supported media relations and press release distribution
- Coordinated logistics for media events

Education

Bachelor of Arts (B.A.)
Howard University | May 2009

Technical Skills

Public Relations:

- Media Relations
- Crisis Communications
- Thought Leadership

Content Creation:

- News Writing
- Feature Writing
- Editing

Digital Tools:

- Press Release Distribution
- Social Media Management
- Media Monitoring