

## Professional Summary

Results-driven PR professional with 15+ years of experience in crafting compelling narratives, fostering media relationships, and driving brand visibility. Proven track record of successfully managing high-profile campaigns and leading cross-functional teams to achieve strategic objectives.

## Professional Experience

### Head of Global Public Relations

Inazuma.co | January 2018 - Present

### Senior PR Manager

NovaTech Inc. | June 2015 - December 2017

#### **Key Achievements:**

- Increased media coverage by 300% through targeted pitch campaigns
- Developed and implemented crisis communications plan, reducing response time by 50%

#### **Responsibilities:**

- Managed a team of 3 PR coordinators
- Collaborated with executive team to craft key messaging

### PR Manager

Pinnacle Communications | March 2012 - May 2015

#### **Key Achievements:**

- Secured feature stories in top-tier publications, resulting in a 25% increase in brand awareness
- Coordinated product launch events, attracting over 500 attendees

#### **Responsibilities:**

- Built and maintained relationships with key media contacts
- Developed and distributed press releases

### PR Coordinator

Apex PR Agency | January 2010 - February 2012

#### **Key Achievements:**

- Assisted in the development of a social media strategy, increasing followers by 500%
- Coordinated logistics for client events

**Responsibilities:**

- Conducted media research and monitoring
- Drafted press releases and media alerts

## Education

**Bachelor of Arts in Communications**

University of California, Los Angeles (UCLA) | June 2009

## Technical Skills

**Public Relations:**

- Media Relations
- Crisis Communications
- Reputation Management

**Content Creation:**

- Press Releases
- Social Media Content
- Speechwriting

**Tools and Software:**

- Media Monitoring Platforms (e.g., Cision, Meltwater)
- Project Management Tools (e.g., Asana, Trello)
- Microsoft Office Suite