

## Professional Summary

Results-driven PR professional with 12+ years of experience in crafting compelling narratives, fostering strategic partnerships, and driving corporate communications. Proven track record of elevating brand visibility and reputation across diverse industries, with a strong background in hospitality and corporate PR.

## Professional Experience

### Director of Public Relations (PR09)

Inazuma.co | January 2020 - Present

### Senior PR Manager (PR07)

Eclipse Communications | June 2018 - December 2019

#### Key Achievements:

- Successfully managed the launch of a new hospitality brand, resulting in a 30% increase in bookings within the first quarter.
- Developed and implemented a crisis communications plan, minimizing brand damage during a high-profile incident.

#### Responsibilities:

- Managed a team of PR coordinators
- Crafted and disseminated press releases
- Fostered media relationships

### PR Manager (PR05)

Lumina Public Relations | March 2015 - May 2018

#### Key Achievements:

- Increased media coverage by 50% through targeted pitching and press events.
- Collaborated with the marketing team to launch a social media campaign, boosting followers by 200% in 6 months.

#### Responsibilities:

- Coordinated press conferences and events
- Developed and maintained client relationships
- Assisted in budget planning

## **PR Coordinator (PR03)**

Nova Hospitality Group | January 2012 - February 2015

### **Key Achievements:**

- Assisted in the launch of a new hotel, contributing to a 25% increase in occupancy rates within the first year.
- Implemented a social media strategy, growing the hotel's online presence by 150%.

### **Responsibilities:**

- Assisted in drafting press releases
- Coordinated with the events team for corporate functions
- Maintained media lists and databases

## **Education**

### **Master of Arts in Public Relations**

University of Southern California (USC) | 2012

## **Technical Skills**

### **Public Relations:**

- Crisis Communications
- Media Relations
- Press Release Writing

### **Corporate Communications:**

- Internal Communications
- Executive Messaging
- Brand Management

### **Hospitality:**

- Hotel Operations
- Event Planning
- Customer Service