

Professional Summary

Results-driven Corporate Communications expert with 12+ years of experience in crafting high-impact internal and external communications strategies. Proven track record of elevating brand reputation through effective Media Relations and Public Relations. Currently leading as a PR09 at Inazuma.co, leveraging expertise to drive business growth and stakeholder engagement.

Professional Experience

Head of Corporate Communications (PR09)

Inazuma.co | January 2020 - Present

Senior Account Manager (PR07)

NovaSpire Agency | June 2018 - December 2019

Key Achievements:

- Successfully managed a portfolio of 5 high-profile clients, resulting in a 30% increase in client retention.
- Developed and implemented a crisis communications plan for a major client, mitigating potential brand damage by 90%.

Responsibilities:

- Client relationship management
- Team leadership and mentoring
- Strategy development and execution

Brand PR Manager (PR05)

Pinnacle Brands | March 2015 - May 2018

Key Achievements:

- Conceptualized and executed a brand re-launch campaign, yielding a 25% increase in brand recognition.
- Fostered strategic media partnerships, securing 50+ media placements within 6 months.

Responsibilities:

- Brand positioning and messaging
- Media relations and outreach
- Event planning and execution

PR Coordinator (PR03)

Apex Communications | January 2012 - February 2015

Key Achievements:

- Assisted in the development of a social media strategy, resulting in a 500% increase in followers within 3 months.
- Coordinated logistics for a high-profile product launch event, ensuring seamless execution.

Responsibilities:

- Social media management
- Event coordination
- Media list development

Education

Master of Arts in Public Relations

University of Southern California (USC) | December 2011

Technical Skills

Communication:

- Media Relations
- Corporate Communications
- Public Relations
- Crisis Communications

Digital Tools:

- Social Media Management (Hootsuite, Sprout Social)
- Email Marketing (Mailchimp, Constant Contact)
- Content Management Systems (WordPress, Drupal)

Productivity:

- Microsoft Office Suite (Word, Excel, PowerPoint, Outlook)
- Google Workspace (Docs, Sheets, Slides, Gmail)