

Professional Summary

Results-driven PR expert with 15+ years of experience in high-stakes communications, driving brand growth in emerging markets and counseling C-suite executives. Proven track record of successfully navigating cross-cultural challenges and fostering strategic partnerships.

Professional Experience

Regional PR Director (PR09)

Inazuma.co | January 2020 - Present

Senior PR Manager

GlobalTech Inc. | June 2015 - December 2019

Key Achievements:

- Developed and executed a crisis communications plan, reducing brand damage by 40% during a high-profile product recall.
- Built and maintained relationships with key media influencers, securing 50+ feature stories in top-tier publications.

Responsibilities:

- Led a team of 3 PR specialists in managing global product launches and corporate announcements.
- Collaborated with cross-functional teams to develop integrated marketing campaigns.

PR Manager

Emerging Markets PR Agency | March 2012 - May 2015

Key Achievements:

- Successfully introduced a new consumer electronics brand to the Latin American market, achieving a 25% market share within the first year.
- Managed a team of 2 in developing and executing social media strategies, growing followers by 500% in 6 months.

Responsibilities:

- Conducted market research and analyzed competitor activity to inform PR strategies.
- Coordinated with local influencers and event organizers to host product launch events.

Communications Coordinator

Green Earth Non-Profit | January 2010 - February 2012

Key Achievements:

- Developed and implemented a social media campaign, increasing donations by 15% during a critical fundraising period.
- Assisted in organizing a high-profile charity event, attracting 500+ attendees and securing media coverage in 3 major outlets.

Responsibilities:

- Created engaging content for newsletters, website, and social media channels.
- Coordinated with volunteers and staff to ensure seamless event execution.

Education

Master of Arts in Public Relations

University of Southern California (USC) - Annenberg School for Communication and Journalism | May 2009

Relevant Coursework:

- Crisis Communications
- Global PR Strategies
- Media Relations

Technical Skills

Language Skills:

- English (Native)
- Spanish (Fluent)
- Mandarin (Basic)

Software Proficiency:

- Microsoft Office Suite
- Adobe Creative Cloud
- Hootsuite
- Sprout Social

Data Analysis Tools:

- Google Analytics
- Excel
- Tableau

Other:

- Crisis Communications Planning
- Media Training
- Event Planning