

## Professional Summary

Results-driven Public Relations expert with 12+ years of experience in crafting and executing strategic communications plans, fostering strong media relationships, and driving brand reputation. Proven track record of successfully managing crisis communications and elevating brand visibility through innovative PR initiatives.

## Professional Experience

### Director of Public Relations (PR09)

Inazuma.co | January 2020 - Present

### Senior PR Manager (PR07)

NovaTech Inc. | June 2018 - December 2019

#### **Key Achievements:**

- Increased media coverage by 300% through targeted pitch campaigns.
- Developed and executed a crisis communications plan, minimizing brand damage by 90%.

#### **Responsibilities:**

- Managed a team of 3 PR coordinators.
- Coordinated with cross-functional teams for product launches.

### PR Manager (PR05)

GreenWave Media | March 2015 - May 2018

#### **Key Achievements:**

- Secured feature stories in top-tier publications, boosting brand visibility by 200%.
- Improved social media engagement by 500% through strategic content creation.

#### **Responsibilities:**

- Handled media inquiries and press releases.
- Collaborated with the marketing team for campaign alignment.

### PR Coordinator (PR03)

Pulse Communications | January 2012 - February 2015

#### **Key Achievements:**

- Assisted in increasing event attendance by 150% through targeted promotions.
- Maintained a database of media contacts, ensuring a 95% response rate.

**Responsibilities:**

- Coordinated logistics for press events.
- Drafted press releases and media alerts.

## Education

**Master of Arts in Public Relations**  
University of Southern California (USC) | 2012

## Technical Skills

**Communication & Collaboration:**

- Media Relations
- Crisis Communications
- Team Management
- Cross-Functional Collaboration

**Digital Tools:**

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

**Analytics & Reporting:**

- Google Analytics
- Media Monitoring Tools (Cision, Meltwater)
- PR Metrics & Reporting