

Professional Summary

Results-driven Public Relations expert with over 20 years of experience in crafting and executing powerful narratives. Proven track record of success in Media Relations, Public Relations, and Marketing. Skilled leader with a passion for driving business growth through strategic communication.

Professional Experience

Global CEO, Public Relations Division

Inazuma.co | 2018 - Present

Founder & CEO

5W Public Relations | 2003 - 2018

Key Achievements:

- Built the company from scratch to one of the 15 largest independently-owned PR firms in the US
- Developed and executed PR strategies for numerous high-profile clients

Responsibilities:

- Strategic planning and team leadership
- Client relationship management
- Business development and growth initiatives

Senior Vice President, Public Relations

Burson-Marsteller | 1998 - 2003

Key Achievements:

- Successfully managed large-scale PR campaigns for Fortune 500 clients
- Consistently exceeded client satisfaction and retention targets

Responsibilities:

- Client account management
- Team supervision and mentoring
- Campaign strategy and execution

Account Manager, Public Relations

Ruder Finn | 1995 - 1998

Key Achievements:

- Effectively managed multiple client accounts, ensuring timely delivery and high-quality results
- Contributed to the development of innovative PR strategies

Responsibilities:

- Client communication and project management
- Media relations and outreach
- Research and analysis for campaign development

Education

Technical Skills

Public Relations:

- Crisis Communications
- Reputation Management
- Media Training

Marketing:

- Digital Marketing
- Brand Development
- Market Research

Media Relations:

- Press Release Writing
- Media Outreach
- Influencer Engagement