

Professional Summary

Results-driven PR professional with 12+ years of experience in Public Relations & Corporate Communications, driving strategic communications, media relations, and social media marketing for top-tier organizations. Proven track record of successful campaign execution, team leadership, and stakeholder engagement.

Professional Experience

Senior Director, Public Relations & Corporate Communications

Inazuma.co | January 2018 - Present

PR Manager

NovaTech Inc. | June 2015 - December 2017

Key Achievements:

- Increased media coverage by 300% through targeted pitching and relationship building.
- Developed and executed a crisis communications plan, minimizing brand impact by 90%.

Responsibilities:

- Managed media relations and press releases.
- Coordinated event planning for product launches.

Communications Coordinator

Green Earth Nonprofit | March 2012 - May 2015

Key Achievements:

- Boosted social media followers by 500% through engaging content creation.
- Assisted in securing a \$1 million grant through compelling proposal writing.

Responsibilities:

- Created and implemented social media strategies.
- Edited and wrote newsletters and press releases.

Marketing Assistant

Architects United | January 2010 - February 2012

Key Achievements:

- Contributed to a 25% increase in new client acquisitions through targeted marketing campaigns.
- Assisted in the design and launch of the company's first website.

Responsibilities:

- Aided in marketing strategy development.
- Utilized Adobe Creative Suite for design tasks.

Education

Master of Arts in Public Relations

University of Southern California (USC) | 2009

Relevant Coursework:

- Strategic Communications
- Media Relations
- Crisis Communications

Technical Skills

Software:

- Adobe Creative Suite
- Microsoft Office

Communication & Marketing:

- Public Relations
- Media Relations
- Social Media Marketing
- Corporate Communications
- Marketing Strategy
- Proposal Writing
- Advertising
- Strategic Communications
- Journalism
- Event Planning

Design & Architecture:

- Architectural Design

Leadership & Management:

- Leadership
- Employee Relations