

Professional Summary

Results-driven PR professional with 12+ years of experience in crafting compelling narratives, fostering media relationships, and driving brand visibility. Proven track record of successfully managing high-profile campaigns and leading cross-functional teams to achieve strategic objectives.

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 implemented a crisis communications plan, reducing response time by 50%

Responsibilities:

- Managed a team of 3 PR coordinators
- Collaborated with the marketing team to launch a product campaign, resulting in a 25% sales boost

PR Manager (PR05)

Pinnacle Communications | March 2015 - May 2018

Key Achievements:

- Secured feature coverage in top-tier publications, including Forbes and Bloomberg
- Improved social media engagement by 500% through strategic content creation

Responsibilities:

- Coordinated press events and product launches
- Developed and maintained relationships with key media contacts

PR Coordinator (PR03)

Greenleaf Agency | January 2012 - February 2015

Key Achievements:

- Assisted in the development of a successful PR campaign, resulting in a 20% increase in brand awareness
- Built and maintained a comprehensive media list, increasing press coverage by 15%

Responsibilities:

- Drafted press releases and media alerts
- Provided support for event planning and execution

Education

Bachelor of Arts in Communications

University of California, Los Angeles (UCLA) | December 2011

Technical Skills

Public Relations:

- Press Releases
- Media Relations
- Crisis Communications
- Event Planning

Digital Tools:

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

Software:

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