

# Professional Summary

Results-driven PR professional with 8+ years of experience in Public Relations, leveraging exceptional communication and networking skills to drive business growth. Proven track record of successful brand management, strategic communications, and team leadership.

## Professional Experience

### Head of Public Relations

Inazuma.co | April 2018 - Present

### Senior PR Manager

Pinnacle PR Agency | January 2016 - March 2018

#### **Key Achievements:**

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

#### **Responsibilities:**

- Managed a team of 3 PR coordinators, providing guidance and mentorship
- Crafted and disseminated press releases, securing media placements in top-tier outlets

### PR Manager

Spark Communications | April 2014 - December 2015

#### **Key Achievements:**

- Successfully launched 5 new product campaigns, resulting in a 25% increase in sales
- Built and maintained relationships with key media influencers, securing product features

#### **Responsibilities:**

- Conducted market research to inform PR strategies and messaging
- Collaborated with the marketing team to develop integrated campaigns

### PR Consultant

Freelance PR Consultant | January 2012 - March 2014

#### **Key Achievements:**

- Provided PR support to 10+ clients, resulting in a 95% client retention rate
- Developed and implemented social media strategies, increasing followers by 500%

### **Responsibilities:**

- Offered strategic PR counsel to clients across various industries
- Created and distributed press releases, securing media coverage

## **Education**

### **Master of Arts in Mass Communication**

University of Mumbai | 2012

## **Technical Skills**

### **Communication & PR:**

- Corporate Communications
- Media Relations
- Public Relations
- Press Releases
- Crisis Communications

### **Marketing & Advertising:**

- Marketing Strategy
- Marketing Communications
- Advertising
- Brand Management
- Product Marketing

### **Digital & Social Media:**

- Social Media Marketing
- Content Strategy
- Content Development
- Digital Media
- Online Advertising

### **Analytics & Tools:**

- CRM
- SEO
- Email Marketing
- Copy Writing
- Content Management