

## Professional Summary

Results-driven Public Relations leader with 15+ years of experience in crafting and executing strategic communications, driving brand growth, and navigating complex crisis situations. Proven track record of leveraging earned media to amplify brand presence in a rapidly evolving digital landscape.

## Professional Experience

### Head of Public Relations & Brand Communications (PR09)

Inazuma.co | January 2020 - Present

### Senior Manager, Public Relations (PR07)

NovaTech Inc. | June 2018 - December 2019

#### **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 PR specialists.
- Crafted and disseminated press releases and media alerts.

### Public Relations Manager (PR05)

Eclipse Communications | March 2015 - May 2018

#### **Key Achievements:**

- Successfully launched three product campaigns, resulting in a 25% increase in sales.
- Established and maintained relationships with key media influencers.

#### **Responsibilities:**

- Coordinated with the marketing team for integrated campaigns.
- Conducted media training for senior executives.

### PR Coordinator (PR03)

Pinnacle PR Agency | January 2012 - February 2015

#### **Key Achievements:**

- Assisted in securing media coverage in top-tier publications.
- Developed and implemented social media strategies for clients.

**Responsibilities:**

- Assisted in event planning and execution.
- Monitored and reported on media coverage.

## Education

**Master of Arts in Public Relations**

University of Southern California (USC) - Annenberg School for Communication and Journalism | 2012

## Technical Skills

**Communication & PR:**

- Media Relations
- Public Relations
- Crisis Communications
- Press Releases
- Publicity
- Internal Communications

**Marketing & Strategy:**

- Marketing Communications
- Integrated Marketing
- Marketing
- Strategic Communications
- Strategy
- Management

**Digital & Social Media:**

- Social Media
- Social Media Marketing
- Digital Media
- Digital Marketing
- Brand Development