

## Professional Summary

Results-driven Corporate Communications Specialist with 14+ years of experience in crafting and implementing effective communication strategies, leveraging expertise in digital communications to engage rural audiences. Proven track record of success in enhancing brand reputation, fostering strong media relations, and driving business growth through strategic communications planning.

## Professional Experience

### Head of Corporate Communications (PR10)

Inazuma.co | January 2020 - Present

### Senior Communications Manager (PR8)

NovaTech Inc. | June 2018 - December 2019

#### **Key Achievements:**

- Conceptualized and executed a crisis communications plan, reducing brand reputation damage by 30%.
- Developed and implemented a social media strategy, increasing followers by 500% in 6 months.

#### **Responsibilities:**

- Managed a team of 3 communications specialists.
- Collaborated with the marketing team to integrate communications strategies.

### Communications Manager (PR6)

Pinnacle PR Agency | March 2015 - May 2018

#### **Key Achievements:**

- Successfully pitched and secured a major client, resulting in a 25% increase in agency revenue.
- Created and implemented a media relations strategy, securing 50+ media placements within the first year.

#### **Responsibilities:**

- Led media relations efforts for multiple clients.
- Assisted in the development of client communications strategies.

### Communications Officer (PR4)

Green Earth NGO | January 2012 - February 2015

**Key Achievements:**

- Developed and executed a successful crowdfunding campaign, raising 150% of the target amount.
- Created engaging content for social media, increasing engagement by 200% in 3 months.

**Responsibilities:**

- Managed the organization's social media presence.
- Assisted in event planning and execution.

## Education

**Master of Arts in Mass Communications**

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

**Relevant Coursework:**

- Public Relations, Advertising, Media Studies, Research Methods

## Technical Skills

**Communication & PR:**

- Public Relations
- Corporate Communications
- Strategic Communications
- Media Relations
- Speech Writing
- Press Releases

**Digital & Marketing:**

- Digital Media
- Social Media
- Marketing Communications
- Marketing Strategy
- Content Development
- Blogging

**Management & Strategy:**

- Strategy
- Program Management
- Team Management

- Employee Engagement
- Reputation Management
- Crisis Communications

**Tools & Software:**

- CRM (Customer Relationship Management)
- Newsletters
- Corporate Branding
- Policy Development