

## Professional Summary

Results-driven PR professional with 12+ years of experience in Travel Public Relations, Luxury Lifestyle Marketing, and Social Media Marketing. Proven track record of successfully managing high-profile campaigns, fostering strong media relationships, and driving brand visibility for top hospitality and luxury lifestyle clients.

## Professional Experience

### Senior Director of Public Relations

Inazuma.co | January 2018 - Present

### PR Manager

Eclipse Communications | June 2015 - December 2017

#### **Key Achievements:**

- Increased media coverage by 300% through targeted press releases and media outreach
- Developed and executed a social media strategy that grew followers by 500% in 6 months

#### **Responsibilities:**

- Managed PR campaigns for hospitality and lifestyle clients
- Built and maintained relationships with key media contacts

### Senior PR Coordinator

Lumina Public Relations | March 2012 - May 2015

#### **Key Achievements:**

- Assisted in securing a feature in a top-tier travel publication, resulting in a 25% increase in client bookings
- Coordinated a successful product launch event with over 200 attendees

#### **Responsibilities:**

- Supported the development of PR strategies for clients
- Coordinated press releases, media kits, and other PR materials

### PR Coordinator

Nova Hospitality Group | January 2010 - February 2012

#### **Key Achievements:**

- Increased social media engagement by 200% through targeted content creation
- Assisted in the planning and execution of a charity event that raised over \$10,000

**Responsibilities:**

- Maintained the company's social media presence
- Assisted in the coordination of events and press releases

## Education

**Bachelor of Arts in Public Relations**

University of Southern California (USC) | May 2009

## Technical Skills

**Public Relations:**

- Press Releases
- Media Relations
- Crisis Communications

**Marketing:**

- Social Media Marketing
- Luxury Lifestyle Marketing
- Hotel Marketing

**Software:**

- Adobe Creative Suite
- Microsoft Office
- Hootsuite