

Devin R. Perales

San Francisco & Los Angeles, CA • 818-389-8004 • devperales@gmail.com • LinkedIn

External & Internal Communications • Public Relations • Project Management

Professional Summary

- **Results-Driven Communications Expert** with 8+ years of direct experience, commended by industry leaders at Meta, adidas, Pabst Blue Ribbon, Rockstar Games, and X Games for architecting game-changing communication plans
- **Influential PR Manager** with proficiency in training, building dynamic teams, and cultivating an inclusive work culture that promotes collaboration and results
- **Media & Influencer Relations Wiz** adept at securing coverage in B2B/trade and consumer outlets along with creator platforms, podcasts, and emerging media
- **Accomplished Event Planner** experienced in producing brand activations that drive awareness and ignite buzz
- **Exceptional Writer and Communicator** skilled in translating data and complex concepts into compelling brand narratives and content that resonates with core audiences and the media

Areas of Expertise

- Brand Positioning & Messaging
- Budget Management
- Campaign Development & Execution
- Content Creation & Planning
- Crisis Communications
- Cross-Team Collaboration
- Stakeholder Management
- Talent Partnerships
- Tracking & Reporting
- Social Media Acumen
- Vendor Management

Notable Achievements

- **Revolutionized digital communication by leading the first press conference held entirely in the Metaverse** for Meta's "Pride Unbound" campaign, securing 20 VR-based partner interviews in top-tier outlets
- **Spearheaded PR planning for Pabst Blue Ribbon's award-winning "In-Home Advertising" campaign**, earning gold in AdAge's Small Agency Media Campaign of the Year Award
- **Generated viral buzz for Candace Parker's inauguration as President of adidas Women's Basketball**, securing the exclusive in Fast Company and earning a total of 17B+ impressions for the brand announcement by leveraging an extensive network of press relationships
- **Develop impactful internal communication strategies and data-driven company-wide programming** for adidas' Purpose team, supporting high-profile moments affecting adidas' 57K+ global employee base

Professional Experience

Account Manager • July 2021 – Present

Pitchblend — San Francisco, California (Remote)

CLIENTS INCLUDE: Meta, adidas Originals, adidas Purpose, adidas Basketball, adidas Outdoors, adidas Skateboarding, Facebook Communities, Facebook Marketplace, Air Company, Aria Network, Route App

- Orchestrate comprehensive marketing and public relations initiatives catering to a diverse clientele spanning Fortune 500 giants to fledgling startups, encompassing both B2B and B2C domains
- Conceptualize, craft, and execute tailored communication strategies, leveraging innovative campaigns and providing robust support for product launches and business endeavors
- Conduct in-depth market analysis to craft persuasive communication materials including press releases, award submissions, media alerts, bylines, blogs, website content, and social media messaging
- Direct a dynamic team of 10 media relations experts on a daily basis, steering integrated account teams merging PR, creative, social media, digital marketing, SEO, and research functions

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- Enhance overall agency operations and growth alongside the CEO while driving additional revenue streams, clinching over \$200K in new project deals beyond core client retainer agreements in the past six months
- Lead new business development efforts, creating compelling RFP responses and delivering winning presentations, securing five blue-chip clients within the first year of joining the agency
- Scrutinize and finalize comprehensive reports featuring crucial metrics such as gross impressions, share of voice, sentiment analysis, KPI comparisons, ROI, and advertising value
- Collaborate closely with the agency's COO to oversee team resources allocation and budget management

Senior Publicist, Brands & Events • November 2016 – July 2021

INFAMOUS PR — Culver City, California

CLIENTS INCLUDE: Pabst Blue Ribbon, Rockstar Games, X Games, Smirnoff, Red Bull, Range Rover, Wu-Tang Clan, Coachella, Primavera Sound, HARD Events, CRSSD, Splash House, Do LaB, RÜFÜS DU SOL

- Managed a range of internal teams while directing all PR strategy for 25+ festivals each year, sparking 30% growth for the Events Division by identifying business opportunities and effectively presenting proposals to prospective accounts
- Launched the agency's Brand Division, securing marquee accounts such as Pabst Blue Ribbon, Rockstar Games, and Range Rover, while driving high-level communications planning and execution for brand clients
- Co-founded the agency's content studio, Infamy Media, overseeing production, partnerships, and promotion for a rich array of live stream shows, series, and channels on Twitch

Executive Assistant • January 2016 – October 2016

Paradigm — Hollywood, California

- Spearheaded key administrative tasks for two agents and a junior agent, handling a high volume of calls and emails, as well as coordinating daily calendars/schedules, travel arrangements, and expense reports
- Authored time-sensitive performance contracts, tracked payments, and examined settlement sheets for accurate calculations on an ongoing basis for 50+ artists, accounting for gross monthly income ranging from \$500K to \$2M+
- Maximized concert sales by facilitating artwork approval, reviewing social posts, planning meet-and-greets, and organizing giveaways in coordination with managers and promoters

Marketing Intern (Music & Touring) • September 2015 – December 2015

Creative Artist Agency — Century City, California

- Hand-selected for a highly competitive internship placement with CAA, leveraging advanced Excel skills to identify specific marketing needs for each client and designed marketing strategies that increased fan engagement
- Empowered agents and senior leaders with actionable intelligence by compiling every record labels' roster along with key data points to demonstrate trends and areas of opportunity

Education & Qualifications

Bachelor of Arts, Communication *Dean's List, all semesters

University of Southern California — Los Angeles, California

Technical Skills

Adobe Creative Suite, Brandwatch, Buffer, ChatGPT, Cision, ClickUp, Creator IQ, Google Workspace, Julius, Launchmetrics, Mailchimp, Meltwater, Microsoft Office Suite, Muckrack, Notion, Salesforce, SimilarWeb, Slack, Zoom