

Professional Summary

Results-driven Public Relations Specialist with 8+ years of experience directing high-impact media campaigns, securing Tier-1 placements, and navigating complex corporate crisis communications. Proven track record of managing relationships with top-tier journalists and boosting brand share-of-voice (SOV) by up to 60%.

Professional Experience

Lead PR Specialist

New York, NY

Vertex Solutions

2023 – Present

- Secured **45+ organic media placements** in Tier-1 outlets (Nexa News, Synapse Global, Vertex Journal) generating over 15M impressions.
- Developed and executed PR strategy for the launch of Vertex Cloud, raising brand share-of-voice by **32%** within six months.
- Led high-stakes crisis response for a critical cloud service outage, draft-proofing messaging under a tight 2-hour window and preserving key client relations.
- Created a media pitching playbook that increased response rates from industry journalists by **28%**.

PR & Communications Specialist

Boston, MA

Meridian Tech

2020 – 2023

- Spearheaded all media outreach for Meridian's \$1.2B IPO, achieving coverage in 18 international business and technology publications.
- Maintained and expanded a database of **120+ active media contacts** across finance, technology, and mainstream sectors.
- Authored over 80 press releases, executive briefing documents, and media kits with a 95% approval rating from C-suite executives.

Associate PR Coordinator

New York, NY

Apex PR Agency

2018 – 2020

- Supported media pitching campaigns for 15+ B2B technology clients, landing placements in tech trade publications.
- Managed daily media monitoring and sentiment analysis reports, compiling coverage metrics for executive review.

Key Media Placements

- Nexa News:** Featured exclusive profile on Vertex's Green Initiative, highlighting the company's carbon-neutral commitment.
- Synapse Global:** Full-page interview with CEO on the future of remote work security protocols.
- Vertex Journal:** Published opinion piece on data privacy regulations written by the VP of Communications.

Core Expertise

- Crisis Comms
- Media Relations
- Content Strategy
- Brand Advocacy
- Press Outreach
- Event Planning
- Sentiment Analytics

Media Network

Nexa News

Senior Editor, Business

Synapse Global

Technology Bureau Chief

Vertex Journal

Financial Markets Reporter

Nimbus Daily

Op-Ed Director

Crisis Cases

Nexa Breach (2024)

Handled external press briefing in 2 hrs. Kept negative coverage under 10%.

Meridian Recall (2022)

Managed product recall announcements in 12 regions. Zero negative sentiment spikes.

Education

B.A. in Communications

Columbia University
Class of 2018