

Kimari Sani

Communications Manager

Details

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(327) 070-2276

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Profile

A dynamic Communications Manager with 5 years of experience in driving strategic communication initiatives, enhancing brand visibility, and managing diverse teams. Proficient in content development, media relations, and digital marketing, with a proven track record of delivering high-impact campaigns that drive stakeholder engagement and business growth. Strong interpersonal and leadership skills, coupled with a passion for fostering collaboration and driving change.

Employment History

Communications Manager at Arizona Public Service Company, AZ

Apr 2023 - Present

- Successfully implemented a crisis communication plan during a major power outage, resulting in a 95% customer satisfaction rate and timely restoration updates to over 500,000 affected customers.
- Increased the company's social media engagement by 35% within one year through the development of targeted content strategies, leading to improved brand visibility and customer engagement.
- Reduced internal communication response times by 40% by streamlining processes and implementing new communication tools, enhancing collaboration and efficiency among teams.
- Achieved a 20% increase in positive media coverage for Arizona Public Service Company by building strong relationships with local and national media outlets and proactively pitching story ideas.

Assistant Communications Manager at Salt River Project, AZ

Aug 2018 - Mar 2023

- Successfully developed and executed a comprehensive communications strategy, resulting in a 25% increase in brand awareness and positive public perception for Salt River Project within one year.
 - Managed a team of four communications specialists, streamlining processes and improving overall team efficiency by 30%, leading to the successful completion of all major projects within deadline and budget constraints.
 - Spearheaded a digital marketing campaign that boosted website traffic by 40% and increased engagement on social media platforms by 35%, contributing to a significant growth in online presence for the organization.
 - Coordinated and managed over 20 successful events and community outreach programs, fostering strong relationships with local stakeholders and generating a 15% increase in public support for Salt River Project initiatives.
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Education