

# Saumya Breiten

Director of Communications

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## Education

**Bachelor of Arts  
in Communications at  
University of Southern  
California, Los Angeles, CA**

Sep 2014 - May 2018

Relevant Coursework:  
Advertising and Public  
Relations, Media Studies, Digital  
Communication, Intercultural  
Communication, Journalism,  
Visual Communication, Media  
Writing, Social Media Marketing,  
Public Speaking, and  
Communication Ethics.

## Links

[linkedin.com/in/saumyabreiten](https://www.linkedin.com/in/saumyabreiten)

## Skills

Crisis Management

Media Relations

Social Media Strategy

Content Creation

Brand Messaging

Google Analytics

Public Speaking

## Languages

English

Italian

## Profile

A dynamic and results-driven Director of Communications with 5 years of experience in developing and executing strategic communications plans, public relations campaigns, and digital marketing initiatives. Proven track record in enhancing brand visibility, increasing stakeholder engagement, and improving internal communications in various industries. Skilled in crisis management, media relations, and content development, with a strong ability to lead cross-functional teams and manage agency partnerships. Adept in leveraging industry insights and analytics to drive data-informed decision making and optimize communication efforts.

## Employment History

### Director of Communications at Apple Inc., CA

Mar 2023 - Present

- Increased social media engagement by 45% within one year, resulting in a significant boost in brand awareness and customer satisfaction for Apple Inc.
- Successfully managed a global PR campaign for the launch of the iPhone X, generating over \$1 billion in sales within the first three months.
- Developed and executed an internal communications strategy that improved employee satisfaction and retention rates by 30% over two years, contributing to increased productivity and overall company success.

### Associate Director of Communications at Google LLC, CA

Jul 2018 - Feb 2023

- Led a successful rebranding campaign that increased brand awareness by 35% and generated a 25% increase in website traffic within six months.
- Developed and executed a comprehensive internal communications strategy, resulting in a 20% increase in employee engagement and satisfaction scores.
- Managed a team of 10 communication professionals, achieving a 95% project completion rate and a 25% reduction in overall project timeline.
- Secured 50+ high-profile media placements in major publications, leading to a 30% increase in organic search traffic and a 15% increase in sales leads.

## Certificates

### Accredited in Public Relations (APR)

Sep 2021

### Strategic Communication Management Professional (SCMP)

Nov 2019

## Memberships

Public Relations Society of America (PRSA)