

Jocie Intihar

Public Relations Director

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📍 123 Maple Street,
Indianapolis, IN 46204

Education

**Bachelor of Arts in
Public Relations at Indiana
University Bloomington, IN**
Aug 2009 - May 2013

Relevant Coursework: Public Relations Principles, Media Writing, Crisis Communication, Social Media Management, PR Campaigns, Digital Marketing, Media Ethics, Strategic Communication, PR Research, and Event Planning.

Links

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

Skills

Crisis Management
Media Relations
Content Creation
Social Media Strategy
Event Planning
Brand Messaging
Google Analytics

Languages

English
Japanese

Hobbies

Profile

A strategic and dynamic Public Relations Director with 10 years of experience in leading comprehensive PR campaigns and managing high-performing teams. Adept at driving brand visibility, crafting compelling messaging, and fostering strong media relationships across diverse industries. Proven track record in crisis management, event planning, and leveraging digital channels to amplify brand reputation and reach. Highly skilled in analytics and data-driven decision-making, consistently delivering measurable results and supporting business growth.

Employment History

Public Relations Director at Borshoff, IN
Feb 2023 - Present

- Successfully managed a high-profile crisis communication campaign for a major client, resulting in a 75% reduction in negative media coverage and a 50% increase in positive sentiment within six months.
- Developed and executed a comprehensive PR strategy for a new product launch, generating over 500 media placements and reaching an audience of over 10 million, leading to a 25% increase in sales within the first three months.
- Secured key partnerships with industry influencers and thought leaders, resulting in a 35% increase in brand visibility and a 20% increase in website traffic for Borshoff within a one-year period.

Public Relations Manager at Hirons, IN
Aug 2019 - Dec 2022

- Successfully managed a high-profile crisis communication campaign for a major client, resulting in a 50% reduction in negative media coverage and a 35% increase in positive brand sentiment within six months.
- Developed and executed a comprehensive public relations strategy for a new product launch, generating over 100 media placements across top-tier outlets and reaching an audience of over 10 million, ultimately contributing to a 25% increase in sales within the first three months.
- Secured key partnerships with influential industry leaders and organizations, leading to a 40% increase in brand visibility and a 20% growth in market share for a prominent client in the healthcare sector.

Public Relations Specialist at BLASTmedia, IN
Aug 2013 - Jul 2019

- Successfully secured over 50 media placements for key clients within a quarter, resulting in a 35% increase in brand visibility and a 20% growth in website traffic.
- Managed and executed a high-profile product launch for a major tech client, generating over 100 media stories and a 25% increase in sales within the first month of release.
- Developed and implemented a crisis communication strategy for a client facing negative publicity, leading to a 90% reduction in negative media coverage and a complete restoration of the brand's reputation within six months.