

## > Profile

**Senior Digital PR Manager / Strategist** with a strong background in **media relations, campaign development, and strategic communications**. Experienced in leading campaigns that **secure high-authority media coverage** across the **UK, US, and EMEA** markets. Proven ability to **develop compelling campaign narratives, identify editorial opportunities, and drive brand visibility and organic growth** through **impactful PR strategy**.

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## > Professional Experience

**Senior PR Manager** | Kensho Media | 2025 – Present

- **Lead Digital PR strategy across competitive sectors**, aligning campaigns with broader brand and growth objectives.
- **Own campaign direction from ideation through to coverage**, ensuring strong editorial positioning and media relevance.
- **Provide strategic oversight on campaign development**, shaping narrative direction, editorial positioning, and campaign approach.
- **Drive high-authority media coverage across national and tier-one publications**, strengthening brand visibility and domain authority.

**Digital PR Executive** | Search Intelligence LTD | 2023 – 2025

- **Delivered Digital PR campaigns across highly competitive sectors**, strengthening visibility and authority.
- **Built and leveraged strong media relationships**, consistently securing high-quality coverage and backlinks.
- **Managed multiple campaigns simultaneously**, ensuring strong editorial output and timely delivery.
- **Developed campaign narratives and editorial angles**, identifying opportunities that resonate with journalists and audiences.
- **Produced communication materials across digital, print, TV, and radio** for **UK, US, and EMEA** markets.

**Digital Assistant/Technician** | Liam Bailey | 2021 – 2022

- Provided comprehensive **digital support**, including **in-depth research, content management, and regular technical assistance**.
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## > Education

**MA Media, Culture and Society** | University of East Anglia | 2020 – 2022 | 2:1

**BA (Hons) Audio Production** | University of Sussex | 2016 – 2019 | 2:1

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## > Core Competencies & Skills

- **PR & Creative Strategy**: Campaign Direction, Media Relations, Editorial Strategy, Content & Narrative Development, Brand Positioning.
  - **Digital & Analytical**: SEO Awareness, Campaign Performance Insight, Digital Media Production.
  - **Interpersonal & Technical**: Client Communication, Cross-functional Collaboration, Project Management, CMS & CRM Tools.
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## > Volunteer Contributions

- **Youth Music Teacher** | Holt Youth Project | Mentored young people in music theory and practical performance.
- **Sound Technician & Artist Liaison** | UK Festivals | Managed live audio support and artist liaison across multiple festival environments.