



Sarah Inkidar

Public Relations Specialist

Contact

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Work Experience

PR Account Executive 2021-2024

TOP Worldwide | United States

- Cultivated strong relationships with 15+ clients, leading to a 20% increase in client satisfaction scores as measured by annual surveys.
- Designed and implemented communication strategies that resulted in an average of 20 media placements per campaign, contributing to a 15% increase in key performance indicators (KPIs) such as audience engagement and brand mentions.
- Developed comprehensive media kits for key clients, resulting in improved media engagement and a 30% increase in coverage opportunities.
- Developed and distributed media pitches and press releases, reaching an average of 2 million views per campaign across major media outlets, significantly enhancing brand visibility.
- Trained more than 8 new hires, streamlining onboarding and reducing ramp-up time by 10 days.

Communications Executive 2019 - 2020

TRACCS I Middle East

- Led PR campaigns for adidas Originals, increasing brand visibility by 30% within 6 months through targeted media outreach and innovative strategies.
- Analyzed campaign metrics, generating reports that identified key areas for improvement, driving a 15% increase in overall strategy efficiency.
- Managed social media accounts, boosting engagement by 25% and achieving a follower growth of 20% within the first year.
- Led the organization of 10+ client events and product launches, enhancing brand visibility; received positive feedback from over 90% of attendees regarding event execution and overall experience.
- Facilitated training workshops for clients on effective communication strategies, empowering them to enhance their messaging and media interactions.

Public Relations Intern 2018 - 2019

Flat 6 Labs I Middle East

- Supported PR campaigns by conducting research and compiling media lists, increasing outreach efficiency by 20%.
- Drafted press kits for 6 start-ups, contributing to successful fundraising rounds totaling between \$30,000 and \$50,000 per start-up through the Beirut Seed Program.
- Coordinated logistics for the annual Demo Day event, enhancing stakeholder engagement and achieving increased media coverage by 40%.

Skills

Core Skills

- **Media Relations:** Ability to build relationships with key journalists.
- **Content Creation:** Expertise in writing engaging media materials.
- **Analytics and Reporting:** Measuring and reporting on campaign performance.
- **Brand Storytelling:** Creating compelling narratives that resonate with audiences.
- **Project Management:** Strong in project management and cross-team collaboration.
- **Strategic Communication:** Crafting effective communication plans for diverse audiences.
- **Campaign Management:** Experience in planning and executing successful PR campaigns.

About Me

I'm a Public Relations Specialist with over 5 years of experience using data to spot trends and shape communication strategies. By analyzing audience behavior and media patterns, I craft client messaging that connects with the right people at the right time. This data-driven approach has helped over 20 clients achieve a 20% increase in media placements, ensuring that PR efforts are always relevant and impactful.

Education

BA in Media and Communications
American University of Beirut
2015 - 2018

International Baccalaureate Diploma
International College Beirut
2006 - 2008

Certifications

- **Muck Rack Fundamentals of Media Relations**
- **Muck Rack Fundamentals of Media Measurement**

Digital Skills

- **PR Tools:** Airtable, Meltwater, Cision, Muck Rack, TV Eyes.
- **Campaign Management:** Klenty, CoverageBook, Mailchimp.
- **Data Analysis:** Google Analytics, Excel.
- **SEO Tools:** Ahrefs (keyword research, site analysis).
- **Design and Editing:** Canva, Final Cut Pro.