



ADAEZE OKWUOSA

Public Relations

VP-level PR leader with 14 years across agency and in-house corporate communications. Built and led teams through IPO readiness, two acquisitions, and a federal investigation that resolved without sustained negative press cycles. Brief CEOs and board comms committees on positioning and risk.

CONTACT INFORMATION



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Nashville, TN 12345

EDUCATION

M.A., Strategic Communication,
Northwestern University, Medill
School of Journalism, 2010

B.A., Public Relations, University of
Georgia, Grady College of Journalism
and Mass Communication, 2008

Crisis Communications Certificate,
Institute for Public Relations, 2017

KEY SKILLS

- Crisis communications and issues management
- Executive positioning and CEO thought leadership
- Media relations across national business and trade press
- IPO and M&A communications
- Internal and change communications
- Financial communications and earnings narratives
- Analyst relations
- Agency and budget management
- Cross-functional partnership with legal, IR, and HR
- Comms measurement and analytics
- Team building and talent development
- Board and C-suite briefings

PROFESSIONAL EXPERIENCE

VP, Corporate Communications | Brightline Health Systems, Nashville, TN
2020 - Present

- Lead a team of 11 comms staff across media relations, internal comms, and executive thought leadership.
- Owned external comms through an FTC inquiry, holding negative coverage to two articles with no follow-on reporting after week three.
- Built CEO thought leadership program that produced 22 bylines and four keynote slots at HIMSS and JPM Healthcare.
- Set annual comms budget of \$4.2M across agency, monitoring tools, and earned media programs.
- Reduced agency spend by about 18% in year two by consolidating two retainers and bringing analyst relations in-house.

Senior Director, Communications | Ferncliff Logistics, Atlanta, GA
2016 - 2020

- Directed comms for IPO roadshow and S-1 messaging in partnership with IR and outside counsel.
- Managed national crisis response to a warehouse incident, coordinating with legal, HR, and local press within the first 12 hours.
- Hired and developed a team of six; four reports promoted internally during tenure.
- Owned executive comms for the CEO and CFO, including earnings call narratives and analyst day prep.
- Stood up the first internal comms function, launching an all-hands cadence reaching 6,400 employees.

Group Account Director | Holloway Strategic Communications, Chicago, IL
2013 - 2016

- Oversaw a \$2.7M book of business across financial services and B2B tech clients.
- Led integrated launch for a fintech client that produced top-tier coverage in WSJ, Bloomberg, and American Banker.
- Won three new business pitches totaling roughly \$1.1M in first-year fees.
- Restructured client service model, lifting account retention noticeably over two fiscal years.

Account Director | Holloway Strategic Communications, Chicago, IL
2010 - 2013

- Managed five enterprise accounts, leading day-to-day strategy and senior-level client relationships.
- Built measurement framework adopted across the financial services practice.

- Coached eight account staff; six moved up to senior AE or AD inside two years.
- Drafted executive op-eds placed in The Hill and American Banker.