

Sai Main

Multicultural PR | Earned Media & Client Counsel | Agency Account Lead

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PROFESSIONAL SUMMARY

PR & Communications Strategist with 8+ years of experience delivering measurable media impact, brand positioning, and executive visibility across healthcare, tech, consumer, and AAPI markets. Sharp-skilled in developing and executing data-driven PR campaigns, thought leadership programs, and crisis communication strategies that drive brand Share of Voice and audience engagement. Experienced in managing high-growth tech startup accounts, cross-cultural campaigns, and securing coverage in top-tier U.S. outlets, Southeast Asia and international markets.

CORE COMPETENCIES

- Strategic Comm & PR Campaign Planning
- Founder & Executive Positioning
- Media Relations & Press Coverage Strategy
- Crisis Comm & Reputation Management
- Media Training & Message Development
- Stakeholder & Community Engagement
- Cross-Cultural Campaign Execution (U.S., Southeast Asia, AAPI)
- Pitch Proposal Development & New Business Acquisition
- Content Development (Press Release, Bylines, Messaging Frameworks)
- Integrated Campaigns & Influencer Partnerships
- Media Monitoring & Reporting Tools (Meltwater, Cision, Muck Rack)

PROFESSIONAL EXPERIENCE

Society22 PR | *Los Angeles, CA*

Senior Strategist and Operations Lead | Sep 2024 – May 2025

- Drove 8.6% brand Share of Voice increase in 6 months through strategic messaging and media placement across Forbes, Fast Company, TechCrunch, and industry trades.
- Closed \$15K–\$30K/month retainer deals by leading proposal strategy and high-impact pitch narratives.
- Delivered executive media training for 15+ founders and senior leaders, enhancing interview performance and brand authority.
- Built SOPs and workflows improving team productivity by 20% across multiple client accounts.

TDW+Co | *Los Angeles, CA*

PR/Comms Account Supervisor | January 2023 – June 2023

- Spearheaded clients' communication goals for the Asian American and Pacific Islander (AANHPI) market, including key clients like St. Jude's Children Research Hospital, Disney on Broadway, Alaska Airlines and U.S Bank.
- Led diverse campaigns with community focus, integrating platforms like Twitch for AAPI Heritage Month and Instagram & Youtube for various Influencer activations.
- Managed the end-to-end PR materials development, including media and influencers outreach lists, pitch notes, press release, briefing materials, and wrap reports.

Mango Media Group | Remote

Communications Strategist | August 2022 – April 2023

- Translated client visions into actionable PR milestones, ensuring timely execution and alignment with brand objectives.

Mango Media Group | Rangoon, Burma

General Manager | December 2019 – August 2022

Account Director | Manager | Executive | October 2014 – December 2019

- Managed a 29-member PR team, delivering multi-award-winning campaigns including Agency of the Year (2018-2020).
- Designed and executed campaigns for Unilever, Samsung, Telenor, and national events including the Rakhine Investment Fair.
- Collaborated with Nobel Peace Prize laureate Daw Aung San Suu Kyi's communications team to execute investment-focused PR initiatives.
- Produced high-volume deliverables: 50+ press conferences, 400+ press releases, 5,000+ online features annually.
- Directed Guinness World Record events, enhancing brand recognition and stakeholder engagement.

TOOLS & PLATFORMS

- Media Monitoring & PR Tools: Cision, Muck Rack
- Reporting & Coverage Analysis: CoverageBook
- SEO & Competitive Research: Semrush
- Project Management: Google Workspace, Airtable, Asana, Monday.com
- Analytics & Reporting: Google Analytics, campaign KPI dashboards
- AI-Assisted Research & Drafting: Claude, Gemini, Perplexity

EDUCATION

- **MBA, Data-Driven Decision-Making** - Westcliff University, Irvine, CA
- **Bachelor of Commerce (Public Relations)**- University of Wollongong, NSW, Australia

CERTIFICATIONS

- **Google Data Analytics Professional Certificate** – Google (SQL, R, Tableau, Data Visualization)
- **Digital Marketing Strategy Certificate** – Columbia Business School