



Garret J. Shaw

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Experience

DIRECTOR OF PUBLIC RELATIONS

Serotonin - New York, NY | March 2023 - Present

- Develop and execute targeted campaigns to elevate clients' brands and spokesperson personas
- Create impactful messaging frameworks and outreach strategies that garner media placements and speaking opportunities
- Manage client relationships, providing strategic counsel and recommendations
- Act as point-person for client crisis and issue management
- Cultivate media relationships, pitch stories, and train spokespersons
- Lead and mentor a high-performing PR team for growth and success
- Manage qualifying talent, hiring and oversee onboarding
- Placements: Axios, Blockworks, Bloomberg, CNBC, CoinDesk, Decrypt, TechCrunch, The Block, Fortune, Yahoo! and more

SENIOR COMMUNICATIONS MANAGER

Prime Trust - New York, NY | April 2022 - Feb. 2023

- Create long-term internal and external strategies for company thought leadership, media relations, award submissions and employee engagement
- Prepare key spokespersons for media interviews and develop briefing materials
- Ideate and draft policy-focused content, including the company's first-ever State of Regulation Report
- Manage multiple crises and garner positive outcomes
- Placements: Bloomberg, Cheddar, CNBC, CoinDesk, Financial Times, Forbes, Decrypt, TechCrunch, Protocol, PYMNTS, The Block and more

COMMUNICATIONS MANAGER

Chainalysis - New York, NY | Dec. 2020 - April 2022

- Drive media relations through ongoing communications with journalists
- Manage and assist all social media efforts
- Drive internal communications strategies and programs
- Manage global PR agency and assist in proactive media efforts
- Placements: Bloomberg, Business Insider, Cheddar, CoinDesk, Cointelegraph, Financial Times, NBC, Politico, TechCrunch, The Economist, WIRED and more

ACCOUNT EXECUTIVE

North 6th Agency - New York, NY | Sept. 2019 - Oct. 2020

- Placements in Business Insider, Diginomica, NBC, Politico, Yahoo! Finance and more

ASSOCIATE, CORPORATE COMMUNICATIONS & PUBLIC RELATIONS

Sumitomo Corporation of Americas - New York, NY | July 2018 - Aug. 2019

ACCOUNT COORDINATOR

Bratskeir & Co. - New York, NY | Aug. 2017 - Jan. 2018

COMMUNICATIONS AND MARKETING ASSOCIATE

Kalamazoo County Government - Kalamazoo, MI | March 2017 - August 2017

Education

Western Michigan University - Kalamazoo, MI

Bachelor of Arts: Public Relations and Spanish, Double Major