

# Patricia S. Hui

Public Relations · Strategic Communications · Brand & Reputation

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## PROFESSIONAL SUMMARY

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Strategic communications and PR professional with 8+ years of global experience spanning healthcare, generative AI, luxury, and e-commerce. Currently driving earned media and corporate reputation for a national membership-based primary care network, working within HIPAA and health-claim compliance guidelines. Specializes in strategic storytelling, media relations, executive thought leadership, and AI-powered, data-informed PR, translating complex clinical and technical concepts into clear, credible narratives that build trust with patients, members, media, and stakeholders.

## AREAS OF EXPERTISE

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- Media Relations & Earned Media
- Executive & SME Thought Leadership
- Healthcare / Regulated Communications
- Brand Strategy & Messaging Frameworks
- Press Materials & Media Briefings
- Strategic Communications & Storytelling
- Corporate Reputation & Crisis Communications
- AI-Powered, Data-Informed PR
- Cross-Functional Facilitation (Legal & Marketing)
- Social & Digital Media Strategy

**Tools:** Cision, Claude (Anthropic), HubSpot, WordPress, Brevo, Google Analytics, Canva, LinkedIn, Instagram, Microsoft Office, Google Workspace, Slack, Monday.com.

## PROFESSIONAL EXPERIENCE

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### PR Consultant

Oct 2025 – Present

*MDVIP · National Membership-Based Primary Care · Remote*

- Generate topical, dynamic regional and broadcast media coverage to support a growing national physician network in an increasingly competitive market, securing placements across outlets including The Wellness Files (Fox Carolina), Atlanta News First, and The San Luis Obispo Tribune.
- Manage inbound media inquiries and proactive, corporate-priority-aligned storytelling that builds and protects MDVIP's corporate reputation.
- Forge and maintain relationships with key beat reporters, healthcare and wellness influencers, and industry analysts to expand earned-media reach.
- Write press releases and contributed-byline opportunities supporting corporate initiatives and the company's physician subject-matter-expert program.
- Develop briefing materials, messaging, and media prep that ready executives and physician spokespeople for interviews and appearances.
- Leverage AI-powered tools for media monitoring, sentiment analysis, content ideation, and pitch optimization, amplifying team output and delivering data-informed strategies.
- Operate within strict HIPAA, health-claim, and data-integrity guidelines, routing corporate announcements through legal and medical review in partnership with cross-functional teams.

### Co-Founder, Head of Marketing & Communications

Jan 2025 – Present

*Outset Consulting · Branding & Communications Agency · Remote*

- Co-founded and scaled a boutique branding and communications agency, overseeing all external communications and brand consistency across PR, social, and marketing channels.
- Develop and execute end-to-end brand and communications strategies for clients across multiple industries—messaging frameworks, PR positioning, and email marketing campaigns.
- Manage multiple client accounts simultaneously, balancing strategic planning, relationship management, and results-driven execution.

## PR & Communications Manager

Jan 2023 – Oct 2023

*Posh AI · Generative AI · Boston, MA (Remote)*

- Built the inaugural PR and communications strategy for a generative-AI company, establishing brand visibility through op-eds, conferences, and podcasts.
- Drove **40% social media growth** in the first 90 days and sustained **15–20% quarterly growth**.
- Secured industry recognition (AI Breakthrough Awards) and media placements in Forbes and additional outlets.
- Counseled C-suite leadership and collaborated across Marketing, Product, Sales, and Business Development; implemented quarterly shareholder communications and reporting.

## PR Specialist

May 2021 – Nov 2022

*The RealReal · Luxury Resale / E-Commerce · San Francisco, CA (Remote)*

- Developed external communications and rapid-response / crisis materials, building an organizational structure for handling media queries and protecting public image.
- Managed media relations across digital, print, podcast, and broadcast, securing feature placements in CNET, The Cut, British Vogue, Hypebeast, and Forbes.
- Increased visibility of the fine jewelry, watches, and collectibles category by **200%**, and drove a **55% increase in media coverage** using data-driven pitching for the annual Luxury Resale and Sustainability Reports.

## PR Manager

May 2019 – Sep 2020

*Lalique · Luxury Lifestyle · New York, NY*

- Launched the first North American PR function, aligning PR with marketing and sales; drove a **55% increase in website traffic** and **30% lift in social engagement** through localized campaigns and influencer programming.
- Secured first-time national placements (ELLE Decor, Traditional Home, Cultured) and managed high-profile relationships and experiential brand events.

## PR Consultant

Jun 2018 – Apr 2019

*Tiffany & Co. · Luxury Jewelry · New York, NY*

- Managed regional agencies and unified communications for 7 store openings and remodels, and supported national events and international product launches.

## Press & PR Coordinator

May 2017 – May 2018

*Cartier · Luxury Jewelry · London, UK*

- Secured editorial placements (British Vogue, ELLE, Harper's Bazaar, Financial Times) and supported international product launches and high-profile events (BAFTAs, Oscars).
- Cultivated and maintained high-profile relationships with prominent editors, celebrity stylists, and influencers, exercising the discretion, polish, and professionalism required to represent the brand among VIP and luxury audiences.

## EDUCATION & CERTIFICATIONS

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Foundations of Project Management — Google x Coursera	2024
Professional Certificate, Digital Marketing — Emeritus x Columbia Business School	2021
BA, Brand Marketing + Communications — ESMOD Paris	2017

## LANGUAGES

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**English** (Fluent) · **French** (Proficient) · **Cantonese** (Proficient) · **Mandarin, Spanish, Japanese** (Beginner)