

Bryar Keyes

Portland, Oregon • bryar@bryarkeyes.com • 503.358.9597 • [LinkedIn](#) • [Website](#)

Experience

Edera Lab PR (*Deep-tech PR agency for startups*)

Account Director | Amsterdam + London | Jan 2025 - March 2025

- Managed global PR strategy for 10 deep-tech startup accounts, securing 20+ tier-1 placements in Wired, Reuters, BBC, etc.
- Led cross-functional PR team and restructured agency operations to improve client service delivery and streamline earned media processes
- Authored thought leadership content and successfully pitched three new client accounts while supporting 26 total accounts across consumer and B2B verticals

Airthings (*IoT air quality technology company*)

Senior Manager - Public Relations + Events | Oslo, Norway | Sept. 2023 - July 2024

- Orchestrated four global product launches across digital and traditional media, generating 1,000+ earned media placements
- Executed 15+ international trade shows, including CES, AHR, Nordbygg, and FutureBuild, with a \$300K budget oversight and 23-person team management, resulting in 14 top-tier media placements
- Directed global PR strategy while supervising three external agencies (digital, design, and PR)
- Developed and presented annual investor relations, ESG, and science-based sustainability reports

LaunchCode (*Nonprofit coding bootcamp and tech talent placement*)

Public Relations Manager | Saint Louis, Missouri | Feb. 2022 - Aug. 2023

- Led national PR strategy across 16 states and three regional markets, positioning organization as leader in alternative tech talent sourcing
- Secured 100+ thought leadership placements in trade publications and earned media through strategic media relations and executive positioning
- Managed 15+ high-impact events including Shift Summit tech conference (230+ attendees, 45 speakers), \$500K+ fundraising gala, and bi-monthly hiring events generating ~10 placements per event

Previous Experience

- **Elasticity** (*PR/Marketing agency*) | Sr. Account Executive, Account Director | St. Louis, MO | June 2020 - Oct. 2021
- **Black Twig** (*PR/Marketing agency*) | Sr. Account Executive, Account Director | St. Louis, MO | Feb. 2019 - June 2020
- **TVG** (*PR/Marketing agency*) | Account Executive, Sr. Account Executive | St. Louis, MO | June 2018 - Feb. 2019

Leadership & Ad Hoc

- **Destination Imagination** (*Int'l Education Nonprofit*) - Global Public Relations Coordinator for Global Finals (2022-2025)
- **Propeller Group** (*NYC/London agency*) - Global PR for Cannes Lions Festival and Dentsu X launch coordination
- **St. Louis Zoo Young Professionals** - Board of Directors (2023)
- **TEDxSaintLouis** - Director of Public Relations (2019-2023)
- **Public Relations Society of America, St. Louis Chapter** - Director of Events and Programming (2019-2020)
- **Public Relations Student Society of America** - National VP of Events & Fundraising (2017-2018)

Core Competencies

Media Relations & Strategy: Crisis communications, global PR management, B2B/tech positioning, PESO model implementation

Tools & Platforms: Meltwater, Cision, Muck Rack, Critical Mention, HubSpot, Google Analytics, Looker Studio

Content & Design: AP Style, WordPress, Photoshop, Canva, thought leadership development

Education

Missouri State University | Springfield, MO

Bachelor of Science, Public Relations | GPA: 3.85/4.0 | May 2018