

BRYAR KEYES

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Professional Summary

Strategic communications and human-first program leader with eight years of experience developing long-term strategy, budget planning, and communications for complex, mission-driven initiatives. Skilled in leading evaluation and communications teams, translating complex technical information into clear frameworks for diverse audiences, and centering equity in program planning and community engagement. Proven track record with each step of the process, from executive function to supervising and coaching staff, managing budgets exceeding \$300,000, and building trust with communities.

Core Skills

Deep Tech Communication | AP Style | Media Relations | Microsoft Office and Google Suites | | Budget & Cost Modeling | Communications & Marketing Team Leadership | B2B Communication | Change Management | Community & Stakeholder Engagement | Adobe Creative Suite | Media Tools | Photography | Presentation | Client Relationship Management | Budgets

Professional Experience

Senior Account Manager, Senior Communications Manager

August 2025 - June 2026

Publitek/Pretzl, Deep-Tech-Focused PR Agency

Global / Portland, OR

- Led global communications for semiconductor and industrial technology clients, including EMASS, ENNOVI, TDK, ASUS, and Infinite Electronics, aligning executive narrative with complex product innovation and competitive positioning
- Engineered stealth-to-launch communications framework for an emerging semiconductor client, initiating and refining CES and product launch strategy that resulted in 28 top-tier media placements and 100+ ancillary features and analyst coverage
- Identified and elevated internal subject-matter experts into structured thought leadership platforms, coordinating global bylined content programs and building narrative continuity across campaigns to reinforce long-term brand authority
- Advised executive stakeholders on messaging and positioning discipline, aligning product innovation, investor-facing communications, and earned media strategy within highly technical ecosystems; evaluated media relations performance using Cision, Meltwater, and Seer
- Led cross-functional agency teams to alignment on communications strategy, mentoring junior staff while serving as primary strategic liaison to global clients
- Contributed to 120% retainer growth through executive-aligned account repositioning and expanded strategic scope across client accounts

Senior Account Manager, Account Director

January 2025 - March 2025

Edera Lab PR, Deep-Tech PR Agency for Startups

Amsterdam / London

- Managed global public relations strategy for 10 deep-tech startup accounts, securing 20+ tier-1 media placements in Wired, Reuters, BBC, and other leading outlets
- Led cross-functional public relations team and restructured agency operations to improve client service delivery and streamline earned media processes, establishing practices to support company growth and scalability
- Served as client success director, coaching team members on workload management and account strategy as their primary point of contact for guidance
- Authored thought leadership content and successfully pitched three new client accounts while supporting a total portfolio of 26 accounts across consumer and B2B verticals

Senior Manager, Public Relations and Events

September 2023 - July 2024

Airthings, IoT Air Quality Technology Company

Oslo, Norway

- Served as acting Head of Public Relations during an extended leadership absence, independently directing global communications strategy across product, corporate, investor, and ESG initiatives
- Led four global product launches across North America and Europe, generating 1,000+ earned media placements and elevating executive visibility in tier-one and trade publications
- Built media relations strategy with building, construction, and design publications, securing coverage by positioning smart building technology and smarter HVAC systems as a solution for the built environment
- Directed international trade show strategy for CES, AHR, Nordbygg, and FutureBuild, including major building, construction, and industrial trade events, managing budgets exceeding \$300,000 and a 23-person cross-functional team
- Built and strengthened relationships with investors, industry partners, and global media, increasing trust in executive communications and long-term narrative positioning
- Developed and presented annual investor relations materials, sustainability reporting, and science-based ESG communications for stakeholder alignment

- Oversaw brand voice and digital content across consumer and business sectors during acting Head of PR tenure, directly supervising the social media manager and coordinating with teams managing newsletters, email communications, and web analytics

Public Relations Manager, Content and Web Director

February 2022 - August 2023

LaunchCode, Nonprofit

St. Louis, MO

- Directed public relations and media strategy for a nonprofit technology-education organization, building relationships with local and national media to raise awareness of workforce development programs
- Served concurrently as Content and Web Director, overseeing website management and development, content publishing, and digital presence in addition to core public relations responsibilities
- Developed content strategy and messaging to support enrollment growth, funder and donor engagement, and community partnerships
- Managed communications for organizational events and initiatives, coordinating cross-functional stakeholders to ensure consistent brand narrative
- Secured a Fox Business television segment that aired in 35 markets as part of a broader broadcast media relations strategy, contributing to more than 100 television placements earned across my career
- Supported and helped elevate LaunchCode's DEI initiatives, including Code With Pride and Black coder programs, and a Girls Who Code partnership, as part of broader public relations and community strategy

Senior Account Executive, Account Manager

June 2020 - October 2021

Elasticity, PR and Marketing Agency

St. Louis, MO

- Managed public relations and marketing accounts across multiple client industries, developing media relations strategy and earned media campaigns
- Oversaw website management, development, and hosting for client accounts in addition to core public relations responsibilities
- Built and maintained media relationships to secure press coverage and drive brand visibility for client accounts
- Supported client account management and cross-functional campaign execution from strategy through delivery
- Ran the agency's internship program, recruiting, training, and supervising interns

Senior Account Executive, Account Executive

March 2019 - June 2020

Black Twig Marketing and Communications, B2B Marketing Agency

St. Louis, MO

- Managed B2B marketing and communications accounts for industrial and construction-sector clients, including HOK, Poettker Construction, Alberici, IWR, and FPG, developing external messaging, campaign strategy, and video content in partnership with the creative team
- Oversaw website management and development for client accounts alongside account strategy and client relationship management
- Progressed from Account Executive to Senior Account Executive, taking on expanded account ownership and client-facing responsibility

Leadership and Affiliations

- Destination Imagination (International Education Nonprofit) — Global Public Relations Director for Global Finals, 2022 - 2025
- Propeller Group (New York / London Agency) — Global Public Relations for Cannes Lions Festival and Dentsu X Launch Coordination, 2022
- 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
- Heartland Health Conference (St. Louis, MO) — Director of Public Relations, 2021

Education

Bachelor of Science, Public Relations

Missouri State University, Springfield, MO — May 2018

President's Honor, Cum Laude; University Communications PR Specialist, March 2016 - May 2018

**** Built and led the university's first student-run departmental internship program*