

# SANDRA DUHAMEL

*Inspired Storyteller | Perception Architect | Creative Collaborator*

Accomplished public relations and marketing professional with 17 years of experience in luxury and lifestyle. A creative and analytical leader with a proven track record of conceptualizing and executing impactful integrated strategies; elevating awareness, reputation and engagement for international brands on a global and regional scale. Demonstrated success heading high-impact marketing initiatives, forging strategic partnerships, and orchestrating notable launches, grand openings and events. Possess a deep understanding of the media and influencer landscape and adept at creating compelling narratives that resonate. Proficient in managing teams and fostering cross-functional collaboration across diverse regions. Eager to apply my expertise and personal zeal to a dynamic organization, assuming an integral role in developing strategies that drive brand success.

## EXPERIENCE

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### ACCOR

**EXECUTIVE DIRECTOR, COMMUNICATIONS & PR** / 2019 - 2024

**DIRECTOR, COMMUNICATIONS & PR** / 2015 – 2018

**MANAGER, COMMUNICATIONS & PR** / 2014 – 2015

**NCA CHAIR FOR RIISE (DEI)** / 2018 – 2023

*Clients: Accor's 20+ brand portfolio. Focus on luxury & lifestyle brands - Fairmont, Sofitel, Raffles, Orient Express, Ennismore (various), and others*

- Led corporate and brand communications for Accor in the North and Central America (NCA) region, collaborating with global and regional senior executives worldwide.
- Achieved notable PR results in the first year, increasing media coverage by over 300%, generating \$60 million in AVE and 500 million+ impressions, surpassing KPIs YoY.
- Managed the executive thought leadership program, securing interviews in key media and speaking opportunities for global and regional C-Suite executives in prestigious industry events.
- Developed various initiatives to bolster sales, marketing and PR objectives, including experiential events, creative activations, and strategic and celebrity partnerships.
- Effectively managed PR, influencer and creative agencies, ensuring alignment with strategic direction and delivery of exceptional results, as well as oversight of campaign budgets of \$10M+.
- Provided strategic PR support to 100+ hotels, ensuring effective and seamless execution of key activities, including grand openings, global campaigns, crisis management, and media and influencer relations.
- Produced compelling visual and written content for internal and external channels, introducing valuable resources, including the creation of a content repository to streamline processes.
- Contributed to brand positioning initiatives for global brands, flagship properties, and multimillion-dollar renovations within the NCA region.

### 3A/WORLDWIDE AGENCY

**GLOBAL PUBLIC RELATIONS DIRECTOR** / 2013 – 2014

*Clients: Marriott, Safilo Group, Armani/ Casa, Ferretti Yacht Group, Olympus, Tourism New Zealand, and others*

- Supervised a network of over 30+ PR colleagues across the Americas and Europe, overseeing public relations strategies for international travel and lifestyle brands.

## CONTACT

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## EXPERTISE

STRATEGIC COMMUNICATIONS  
MEDIA & INFLUENCER RELATIONS  
EXECUTIVE THOUGHT LEADERSHIP  
BRAND CAMPAIGNS  
CREATIVE COUNSEL  
EXPERIENTIAL MARKETING  
PARTNERSHIPS  
EVENT MANAGEMENT  
CONTENT DEVELOPMENT  
PROJECT MANAGEMENT  
PRODUCT LAUNCHES  
GRAND OPENINGS  
CRISIS MANAGEMENT

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## TECHNICAL SKILLS

MICROSOFT OFFICE SUITE  
PROJECT MANAGEMENT TOOLS  
(various)  
MEDIA MONITORING SUITES  
(various)  
SOCIAL MEDIA (various)  
AI PLATFORMS (various)

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## LANGUAGES

ENGLISH (Fluent)

SPANISH (Fluent)

FRENCH (Beginner)

- Primary client liaison for key accounts, ensuring marketing & PR teams adhered to strategic objectives, budgets, KPIs, and project timelines, ensuring qualitative results.
- Supported CEO and CMO with new business acquisition, resulting in significant agency growth, contributing to over \$1 million in additional profit in the first year.
- Responsible for overseeing creative visual and written content for all clients: key messages, press releases, executive briefing books, fact sheets, bios, Q&As, bylined articles, advertorials, website, and social media content.

## **HARRISON & SHRIFTMAN**

### **SENIOR ACCOUNT EXECUTIVE / 2011 – 2013**

*Clients: W South Beach, SLS Hotel South Beach, Dylan's Candy Bar, Harper's Bazaar, Art Basel Miami (various clients), EleVen by Venus Williams, Chanel, and others*

- Successfully implemented PR strategies and events for prestigious travel, fashion, and lifestyle brands, exceeding client KPIs.
- Managed high-profile local events and hotel openings, overseeing VIPs, celebrities, event teams, photography, media attendees, and more. Selected by CEO to cooperate on major initiatives with A-list celebrities, executives and fashion brands during renowned global events.
- As the primary press lead, obtained top coverage in local, national and international media, securing media attention across various sectors, from lifestyle and entertainment to fashion and business.
- Demonstrated expertise in crafting tailored press materials with compelling story angles, ensuring placements that stand out amid media saturation.

## **BURSON-MARSTELLER / (now BCW global)**

### **ASSOCIATE / 2009 - 2011**

### **CLIENT EXECUTIVE / 2006 - 2008**

*Clients: Sony Electronics, VISA, Porsche Latin America, and Symantec*

- Implemented PR and social media plans for tech, innovation, and lifestyle clients in the Americas, producing qualitative media results and exceeding KPIs.
- Supported major global sponsorship initiatives including the 2008 and 2012 Olympic Games, the 2009 Sony Ericsson Open, the 2010 FIFA World Cup, Consumer Electronic Showcase, including media FAMs and press conferences.
- Led more than 50+ regional and local product launches, press trips and conferences for clients.
- Created engaging visual and written content for events, campaigns, websites, including press releases, newsletters, and media briefing materials.
- Conducted global competitive intelligence reports, social media assessments and daily briefings, and set up the global media monitoring platform and processes.

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## **EDUCATION**

STATE UNIVERSITY OF NEW  
YORK AT BUFFALO

BACHELOR OF ARTS  
COMMUNICATIONS

BACHELOR OF SCIENCE  
PSYCHOLOGY

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## **WORK AUTHORIZATION**

U.S. CITIZEN