

Victoria Firth

Public Relations Manager

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Charlotte Ingram

Spotify

Dear Charlotte,

I am writing to apply for the UK PR Manager position at Spotify. I have nine years of experience across consumer, corporate, and crisis communications, and I currently lead all UK public relations activity at Deliveroo. Media relations, corporate comms, and issues management. Managing a team of four and an annual agency budget of £280,000.

In 2024, I secured over 420 pieces of national media coverage for Deliveroo across The Times, BBC, Sky News, and The Guardian. I led the communications strategy during three major issues incidents. Including rider safety coverage and a data breach, and maintained brand trust scores within two points of pre-incident levels throughout. I also managed the PR for Deliveroo's Restaurant Awards, which generated coverage in 38 outlets and 12 million combined reach. Before Deliveroo, I spent three years at Edelman leading the UK PR programme for Samsung Galaxy launches, each generating 200+ pieces of coverage and top-tier broadcast slots.

Spotify's cultural position. Sitting at the intersection of music, podcasts, and creator culture. Creates a PR landscape that is far more interesting than a standard tech brief. I want to work with a brand that generates genuine conversation, and I have the crisis muscle memory, media relationships, and team management experience to deliver on that from day one.

Sincerely,

Victoria Firth