

Victoria Firth

Public Relations Manager



London, United Kingdom · victoria.firth@gmail.com · +44 7756 891 203 · linkedin.com/in/victoriafirth

PR manager with nine years of experience across consumer, corporate, and crisis communications. Currently head of UK PR at Deliveroo, managing a team of 4 and overseeing all media relations, corporate comms, and issues management. Previously at Edelman on the Unilever and Samsung accounts. Comfortable in a newsroom cycle — can write a holding statement in 20 minutes and brief a CEO for a broadcast interview in an hour.

Experience

Sep 2021 – Present

PR Manager, UK, Deliveroo, London

Lead all UK public relations activity including media relations, corporate communications, and crisis management.

- Manage a team of **4 PR professionals** and an annual agency retainer budget of **£280,000**
- Secured **420+ pieces of national media coverage** in 2024 across The Times, BBC, Sky News, The Guardian, and trade titles
- Led the communications strategy during **3 major issues incidents** — including rider safety coverage and a data breach — maintaining brand trust scores within 2 points of pre-incident levels
- Managed the PR for Deliveroo's **2024 "Restaurant Awards"** — event covered by 38 outlets generating 12 million combined reach

Jun 2018 – Aug 2021

Senior Account Manager, Edelman, London

Managed consumer and corporate PR accounts for major global brands in the technology and FMCG sectors.

- Led the UK PR programme for **Samsung Galaxy launches** over 3 years — each launch generated 200+ pieces of coverage and top-tier broadcast slots on BBC Breakfast and This Morning
- Managed a **£450,000 annual retainer** for the Unilever Dove account — delivered 14 campaigns across 2 years
- Promoted from account manager to senior account manager in **18 months** — fastest promotion in the consumer practice that year

Sep 2016 – May 2018

Account Executive, Golin, London

Junior PR role across consumer and B2B accounts in technology and retail sectors.

- Supported media relations for **Tesco, Cadbury, and Huawei** — drafted press releases, managed press lists, and coordinated journalist enquiries
- Organised **6 press events** including product launches and journalist dinners — average attendance of 35 journalists
- Won the Golin internal **"Rising Star" award** in 2017

Education

Sep 2015 – Sep 2016

MA in Public Relations, University of Westminster, London

Distinction. Thesis on crisis communication strategies in the UK food industry. Included case studies on Tesco, Pret A Manger, and KFC.

Sep 2012 – Jun 2015

BA (Hons) in Media, Communication and Cultural Studies, Newcastle University, Newcastle upon Tyne

2:1. Student newspaper editor in final year — managed a team of 24 writers and increased readership by 40%.

Skills

Media relations & press office management, Crisis & issues communications, Corporate communications, Team management (4 direct reports), Press release & statement writing, Broadcast & spokesperson briefing, Event PR & launch management, Cision, Meltwater & Brandwatch, Stakeholder management (C-suite), Agency management & procurement

Certifications

Jan 2020

CIPR Chartered PR Practitioner, Chartered Institute of Public Relations

Sep 2018 – Mar 2019

PRCA Advanced Certificate in PR, Public Relations and Communications Association

Languages

English (native), French (intermediate)

Projects

Jun 2024 – Nov 2024

Deliveroo Restaurant Awards 2024

Led the full PR campaign for Deliveroo's annual awards celebrating UK restaurant partners.

- Secured coverage in **38 national and regional outlets** including The Evening Standard, Metro, and BBC Good Food
- Campaign generated **12 million combined media reach** and 2,400 social mentions in the first week

Jan 2021 – Mar 2021

Samsung Galaxy S21 UK Launch – Edelman

Led the UK media relations strategy for Samsung's flagship phone launch.

- Secured **240+ pieces of coverage** including broadcast placements on BBC Breakfast, This Morning, and Sky News Tech
- Coordinated a **50-person media event** in central London with hands-on product demos and briefings

References

James Thornton, VP Communications, Deliveroo, j.thornton@deliveroo.co.uk, +44 7700 900 341

Claire Beaumont, Managing Director, Consumer, Edelman, c.beaumont@edelman.com, +44 7700 900 458

Extra Curricular Activity

Jan 2022

Committee Member – CIPR London Group

Help organise quarterly CPD events and networking sessions for London-based PR professionals. Events average 50–80 attendees. Chaired 2 panel discussions on crisis communications.

Sep 2020

Mentor – Taylor Bennett Foundation

Mentor young people from underrepresented backgrounds entering the PR industry. Have mentored 5 individuals – 4 now in permanent PR roles at agencies or in-house.