

PAVEL SAFRANEK

Strategic PR Consultant
Reputation Curator



WHY PAVEL

20+ years of PR experience

An independent PR consultant with 20+ of experience in media and communications, Pavel is passionate about helping his clients develop long-term relationships with key stakeholders such as journalists, influencers, employees, business partners, and customers.

You can benefit from his experience and get from the PR constant visibility and results: spread your news, educate your stakeholders, influence perception about your brand, connect with your customers, protect your reputation, train your team, and even win new clients.

Pavel is a business consultant with a special ability to drive results through content and relationships.

EXPERTISE & SERVICES

Pavel provides PR consulting to top Czech, Slovak, and international companies from **various sectors** such as IT & telco, auditing, management consulting, HR consulting, hospitality, energy, electromobility, construction, and legal services.

He specializes in formulating and **executing PR strategies, media relations**, internal communications, and media training. He can also help with **corporate reputation** and **crisis communications** or, during fundamental changes, can take over full responsibility as an **interim PR manager** for a specific project.

COMMUNICATION CONSULTING

Pavel, through his professional network of creative and like-minded individuals, can offer expertise also in these areas:

- Branding: creative strategy & ideation
- Public Affairs
- Content Marketing
- Digital Marketing
- Data Science and Performance Marketing
- Graphic Design

To respond to your diverse marketing needs and provide tailor-made campaigns, Pavel can join forces with leading experts and put together a creative team for you.



Pavel's understanding of the Czech market, the nuances of the European market, and his quick grasp of the U.S. market at large were all the hallmarks of a great PR Pro.

Lea-Ann Germinder,
President + Founder,
Germinder & Associates,
Inc., New York, USA



TARGET MARKETS

The key markets Pavel covers are the Czech and Slovak republics.

Working successfully with international clients for more than 15 years brought them a strong media presence mainly in:

- Austria
- Germany
- Belgium
- France
- United Kingdom
- Spain
- Poland

Moreover, his global network comprises **local PR experts in additional 10 European countries and the USA.**

Collaboration with local PR experts enables efficient responses to your specific needs for both local & global PR services.

KEY CLIENTS

Clients who have trusted Pavel's expertise range from global brands to mid-sized companies and startups. They looked either for PR support in specific regions or to extend their name into international markets.



Pavel is a warm and open personality.

He has a real gift for PR and organizing connections between people.

Jean-Francois Salzmann,
Managing Partner at Mazars
Czech Republic

LOOKING FORWARD TO GET IN TOUCH



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