

Hilarie Houghton

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Objective To use my years of corporate communications and digital marketing experience in a virtual global environment, while contributing to the greater good and adding value to others.

Skills Internal/External Communications, C-Suite Communications, Writing, Editing, Scriptwriting, Executive Coaching, Video/Podcast Production, KPI analysis, B2B marketing, AP Style, Content Creation, Proofreading, Website Management, Problem Solving, Cross-Functional Team Collaboration, Process Management, Public & Media Relations, Public Speaking, Leadership, Influencer, People Management, Social Media, SharePoint, Adobe Suite, Air Table, Salesforce

Portfolio hilariehoughton.com

Education

Masters in Business Administration
2006 – 2008 *University of Central Oklahoma* Cumulative GPA: 3.42/4.00

**Bachelor of Arts in Journalism Public Relations
& Bachelor of Arts in Communication Broadcasting**
2002 – 2005 *University of Central Oklahoma* Cumulative GPA: 3.76/4.00

Associate Arts Degree, Musical Theater emphasis
2000 – 2002 *Western Oklahoma State College* Cumulative GPA: 3.79/4.00

Experience **Producer and Content Creator** (Jan. 2022 – present)
Travel FOMO – United Kingdom, Europe, United States

- Traveling full-time, as of April, to create content for all channels
- Hosting weekly travel podcast called “Travel FOMO,” available on all podcast platforms
- Filming and editing YouTube videos to supplement podcast
- Writing scripts and video descriptions for every episode
- Recording and editing audio podcasts each week
- Managing social media photos, videos and engagement
- Designing and launching social media advertisements
- Creating and maintaining website: travelfomopodcast.com

Senior Manager, Executive Communications (Aug. 2019 – April 2022)
Blue Cross and Blue Shield of Texas / Health Care Service Corporation – Richardson, TX

- Continued role as producer and supervisor for the multimedia team (as in previous role)
- Coached executives during the production of their videos, podcasts and radio ads.
- Collaborated with creative teams to align video content with company’s key messages
- Handled project management for all productions
- Provided B2B video marketing, including hands-on service for top-tier government clients
- Produced documentary-style videos for Government line of business (Medicaid):
 - Working Mother Finds a Way to Breastfeed Premature Twins:
<https://youtu.be/jqfCXoGKRll>
 - Teenager Makes Great Strides Through Medicaid Therapies:

- <https://youtu.be/t0NwGMhJmh4>
- Supported grassroots efforts to educate government agencies, industry experts and public
- Used data and analytics to track KPIs and drive evolution of various productions
- Refreshed our customizable “modular” video project to bring added value to B2B clients
- Consistently established best practices and processes in an everchanging landscape
- Launched educational Blue Buzz video series:
 - <https://youtube.com/playlist?list=PL9DmcGeb0bd2E5TfDm6yUcE-vSPrbmEHe>
 - Garnered new YouTube subscribers through efforts as exec producer/writer/talent
- Led video production team to offer unique value during COVID-19 pandemic
 - Evolved our traditional multimedia productions in light of limitations
 - Helped lead efforts on the COVID-19 video series
 - Ensured multiple digital productions aligned with company’s COVID-19 initiatives
- Served as 2020 Co-Chair of Management Steering Committee in TX, IL, NM, OK and MT
- Hosted company’s first-ever Facebook Live event: <https://youtu.be/vDMU4dSsuqg>

Manager, Executive Communications (April 2015 – Aug. 2019)

Blue Cross and Blue Shield of Texas / Health Care Service Corporation – Richardson, TX

- Coached executives during the production of their videos, podcasts and radio ads.
- Oversaw all BCBSTX multimedia productions
 - Served as producer, anchor and writer of weekly newscast for employees
 - Managed teams in two studios (Richardson, TX and Austin, TX)
 - Served as producer for the company’s Blue Promise podcast and videos: <https://youtube.com/playlist?list=PL9DmcGeb0bd23gxwdyKd7TaJy-dM0iX7T>
 - Supported sales teams with customized videos for top-tier prospects
 - Created value for clients through various videos
 - Wrote and directed production of radio ads
 - Ensured videos are fully leveraged on internal/external social media platforms, newsletters, websites, digital ads and through the latest technologies available.
 - Launched the company’s first-ever Spanish language video capabilities
 - Oversaw production for policy-based www.LoneStarHealthNews.com
 - Identified and shaped best practices for the department
- Temporarily maintained responsibilities of Communication Consultant III, as seen below
- Established and oversaw work of Texas Network Communications Consultant (2015-2018)
- Temporarily managed sports sponsorships valued at \$1M
- Coordinated the launch of new communications strategies and campaigns

Communications Consultant III (April 2013– April 2015)

Blue Cross and Blue Shield of Texas / Health Care Service Corporation – Richardson, TX

- Coached executives in preparation for speaking engagements and video productions.
- Founded company’s speakers’ bureau and provided strategic support for spokespeople
- Collaborated with internal stakeholders to ensure alignment of strategic communications
- Developed exec presentations and oversaw public speaking engagements (avg. 80/year)
- Served as writer, reviewer and editor of executive’s public editorials and articles
- Supported Texas President with communications, events and special projects
- Increased public visibility/credibility through multi-year thought leadership plans for executives
- Served as video talent for monthly internal video news segment, BCBSTX-TV
- Managed relationships and activated company’s highest-profile political sponsorships

Sr. Supervisor, Public Relations (Jan. 2012 – April 2013)

Blue Cross and Blue Shield of Oklahoma / Health Care Service Corporation – Tulsa, OK

- Supervised four PR team members, including one offsite employee
- Assisted with the coordination of the department’s budget of more than \$1 million
- Served as onscreen talent in weekly newsletter videos across OK, NM, TX and IL
- Oversaw the department’s strategic engagement with Oklahoma media

- Modernized the company's anti-tobacco contest for Oklahoma schools
- Established various policies and procedures for the department
- Handled challenging communications for a subsidiary exiting the insurance market
- Served as emcee for company's annual "State of the Plan" address to all employees

Communications Consultant (Aug. 2008– Dec. 2011)

Blue Cross and Blue Shield of Oklahoma / Health Care Service Corporation – Tulsa, OK

- Responsible for the creation of various internal, external and media-specific communications
- Coordinated employee involvement in large internal and external events
- Served as creator of presentations and writer of talking points for plan executives
- Wrote newspaper editorials, presentations, newsletter articles, etc.
- Pitched various news to local media and monitored daily media clips
- Pioneered *Economics of Health Care* series, later implemented as an enterprise-wide initiative

Executive Assistant/Human Resources Manager (Sept. 2005 – July 2008)

Commissioners of the Land Office – Oklahoma City, OK

- Managed agency's HR, Retirement, Insurance and internal communications
- Created and maintained new public website, intranet site, newsletter and annual reports
- Facilitated monthly Commission meetings with Governor and other state elected officials

Minerals Management Division Assistant (2002 – 2005)

Commissioners of the Land Office – Oklahoma City, OK

Other

- Founder of "Joy, Grief & Authenticity" video blog, available at hilariehoughton.com
- Repertory Community Theatre Board Member (2019-2022)
- Leader within Blue Cross and Blue Shield of Texas
 - 2020 Co-Chair of HCSC's Management Steering Committee
 - Women Improving the Strength of Enterprise Business Resource Group
 - State Chairperson, Vice President, Mentor, Mentee
 - Political Action Committee member (2013 – present)
- Worship Leader, Social Media Specialist, and Family Group Leader at Trinity Church Oak Cliff
- Dallas Regional Chamber Communications Council member (2015 – 2019)
- Dallas Regional Chamber LEAD Young Professionals, Class of 2018
- Leadership Richardson, Class of 2017
- Public Relations Society of America (PRSA) of Dallas
 - Board Member, Mentor and Co-Chair of 2016 "UnSummit" (TEDx style event)
- Route 66 Marathon External Communications Board Director (2012)
- Tulsa YWCA Board Member (2013)