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Hilarie Houghton

To use my 12+ years of communication experience in a virtual global environment, while contributing to the “greater good” and adding value to others.

Education

August 2006 – May 2008

MBA

University of Central Oklahoma

August 2002 – May 2005

BA in Journalism

BA in Communications

University of Central Oklahoma

August 2000 – May 2002

Associate of Arts

Western Oklahoma State College

Skills

- Public relations
- Writing and editing
- Content creation
- Communications
- Thought leadership
- Brand management
- Media relations
- Marketing communications
- B2B & B2C marketing
- Employee communications
- Change management
- Scriptwriting
- Reputation management
- Cross-functional collaboration
- Video/Audio production
- On-screen talent
- Problem-solving
- Process management
- Multi-tasking
- Public speaking
- Leadership
- Influencer
- Social media
- Presentations
- Project Management
- Research

2013-2021

Sr. Manager, Executive Communications, Texas Health Care Service Corporation

- Served in multiple communications roles over the years.
- Wrote press releases, editorials, presentations, newsletter articles, talking points, social media posts, etc.
- Founded speakers' bureau and executive thought leadership program. Provided strategic communications support for spokespeople.
- Currently managing the multimedia team in two studios. Overseeing production of videos, radio PSAs and podcasts. Acting as executive producer for multiple productions.
- Serving as scriptwriter for multiple productions – including *Blue Buzz* videos, *Blue Promise* podcast and video blog, *Lone Star Health News*, and the internal newscast.
- Cross-collaborating with colleagues in Media Relations, Marketing, Creative, Branding and Legal.
- Using data and analytics to drive evolution of productions.

2008-2013

Sr. Supervisor, Public Relations, Oklahoma Health Care Service Corporation

- Held multiple positions, ultimately overseeing the PR team.
- Created internal/external communications. Wrote healthcare press releases, editorials, presentations, newsletter articles, talking points, etc.
- Coordinated large employee events. Served as emcee.
- Oversaw relationship with media and monitored reputation.
- Help manage the PR department's \$1M budget.
- Served as on-screen talent in videos for OK, NM, TX and IL.

2005-2008

Human Resources Manager/Executive Assistant Oklahoma Commissioners of the Land Office

- Managed HR, Retirement, and benefits communications.
- Served as internal communications expert. Launched new intranet site, public website, newsletter and annual reports.