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Hilarie Houghton

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.

Portfolio: hilariehoughton.com

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

- Internal/External Comms
- C-Suite communications
- Executive coaching
- Writing and editing
- Content creation
- Website maintenance
- Video/podcast production
- Thought leadership
- Public speaking
- On-screen talent
- Scriptwriting
- Speech writing
- Social media marketing
- Public relations
- Brand management
- Media relations
- Marketing communications
- B2B & B2C marketing
- Employee communications
- Change management
- Reputation management
- Cross-functional collaboration
- Problem-solving
- Process management
- Multi-tasking
- Leadership
- Influencer
- Presentations
- Project Management

2022 – Present

Producer and Content Creator

Travel FOMO

- Currently co-hosting a weekly podcast and YouTube blog.
- A/V production, social media management, scriptwriting, website creation and maintenance, etc.

2013-2022

Executive Communications

Blue Cross and Blue Shield of Texas

- Served in multiple communications roles over the years.
- Wrote scripts, editorials, presentations, newsletter articles, talking points, social media posts, etc.
- Launched speakers' bureau and executive thought leadership program.
- Acted as producer for productions. Managed multimedia team in two studios. Oversaw production of videos, radio PSAs, podcasts and an internal podcast.
- Cross-collaborated with various departments.
- Used data and analytics to drive evolution of productions.
- Offered hands-on B2B video marketing to top-tier clients.

2008-2013

Public Relations

Blue Cross and Blue Shield of Oklahoma

- Held multiple positions, ultimately overseeing the PR team.
- Created internal/external communications. Wrote press releases, editorials, presentations, articles, talking points.
- Coordinated large employee events. Served as emcee.
- Oversaw relationship with media and monitored reputation.
- Helped 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.
- Launched intranet site, website, newsletter, annual reports.