

HILARIE HOUGHTON, MBA

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SKILLS

Corporate communications | Integrated communications | Stakeholder engagement | Relationship-building
Problem-solving | People management | Content creation | Writing and editing | Event management | Storytelling
Crisis communications | C-suite communications | Change management | Cross-functional collaboration | Word
Excel | PowerPoint | Office 365 | Yammer | Public speaking | Scriptwriting | Speech writing | Social media | AP Style
Public and media relations | Brand management | Email marketing | Process management | Multi-tasking
Presentations | Project Management | KPI analysis | Video/podcast production | Website maintenance |
B2B & B2C Communication

EXPERIENCE

Executive Communications Leader

GEHA (April 2023 – Present)

- Primarily focusing on internal/external communications as a full-time remote contractor
- Playing a lead role in employee change communications during major business model transformation
- Launching and facilitating a virtual fireside chat series that increased employees' trust of leadership by 20%
- Creating content for company town halls like All People Leader meetings, Quarterly Employee Meetings, etc.
- Overseeing various work being done by company's PR and marketing agency
- Editing, designing and distributing mass emails to employees using Staffbase communications platform
- Managing employee-focused SharePoint site, email inbox and monthly emails to employees
- Supporting Growth Division to improve Sales & Retention, including a weekly employee spotlight
- Helping deliver on brand promise to 2M+ federal employees and retirees, military retirees and their families.
- Creating high-profile board presentations, scripts and reports
- Securing award recognition for executive clients and the overall brand

Producer and Content Creator

Travel FOMO (January 2022 – Present)

- Hosting weekly travel podcast called "Travel FOMO," available on all podcast platforms
- Filming and editing YouTube videos to supplement podcast
- Managing social media and maintaining website: travelfomopodcast.com

Senior Manager, Executive Communications

Blue Cross and Blue Shield of Texas / Health Care Service Corporation (Aug. 2019 – April 2022)

- Served as people manager and conducted performance evaluations for three team members
- Led various stakeholder communications: weekly presidential memos, newscast, social media, intranet, etc.
- Launched company-wide campaigns to drive business initiatives and support leadership's visions
- Coached executive clients and employees during the production of their videos, podcasts and radio ads
- Served as producer for multimedia productions and supported all lines of business
- Provided B2B video marketing, including hands-on service for top-tier government clients
- Strategically championed new public policy, which ultimately passed into state law and protected consumers
- 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>

- Used data and analytics to track KPIs and drive evolution of communications
- Refreshed our customizable "modular" video project to bring added value to B2B clients
- Launched educational Blue Buzz video series:
<https://youtube.com/playlist?list=PL9DmcGeb0bd2E5TfDm6yUcE-vSPrbmEHe>
- 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

Blue Cross and Blue Shield of Texas / Health Care Service Corporation (April 2015 – Aug. 2019)

- Managed three team members and oversaw Texas multimedia productions
- Created value for internal clients as the producer of various productions, including weekly newscast
- Ensured videos were fully leveraged on internal/external social media platforms, newsletters, websites, etc.
- Supported sales teams with customized videos for top-tier prospects and launched Spanish language videos
- Oversaw ongoing productions like the Blue Promise podcast and policy-based LoneStarHealthNews.com
- Established and oversaw work of Texas Network Communications Consultant
- Temporarily managed sports sponsorships valued at \$1M

Communications Consultant III

Blue Cross and Blue Shield of Texas / Health Care Service Corporation (April 2013– April 2015)

- Coached executive clients in preparation for speaking engagements and video productions
- Partnered with PR agency to ensure success during the revolutionary Affordable Care Act
- Founded company's speakers' bureau and ensured strategic executive visibility
- Developed exec presentations and oversaw public speaking engagements (avg. 80/year)
- Served as writer, reviewer and editor of thought leadership editorials, based on trends and market insights
- Supported Texas President with communications, events and special projects
- Served as video talent for various productions, including a monthly newscast
- Activated company's highest-profile political sponsorship relationships

Sr. Supervisor, Public Relations

Blue Cross and Blue Shield of Oklahoma / Health Care Service Corporation (Jan. 2012 – April 2013)

- Managed four PR team members and assisted coordination of the department's \$1M budget
- Supported various integrated communications, across departments and various levels of the organization
- Emceed Town Halls and served as onscreen talent in weekly newsletter videos across OK, NM, TX and IL
- Oversaw media engagement and handled crisis communications for a subsidiary exiting the insurance market
- Modernized the company's anti-tobacco contest for Oklahoma schools

Communications Consultant

Blue Cross and Blue Shield of Oklahoma / Health Care Service Corporation (Aug. 2008 – Dec. 2011)

- Responsible for the creation of various internal, external and media-specific communications
- Pitched various news to local media and monitored daily media clips
- Coordinated large internal and external events

EDUCATION

MBA from University of Central Oklahoma, GPA: 3.42 (2006 – 2008)

BA in Journalism from University of Central Oklahoma, GPA: 3.76 (2002-2005)

BA in Communications from University of Central Oklahoma, GPA: 3.76 (2002-2005)

Associate of Arts from Western Oklahoma State College, GPA: 3.79 (2000 – 2002)

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
 - State Chairperson for Women's Business Resource Group
 - Political Action Committee member
- 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 and Co-Chair of 2016 "UnSummit"
- Route 66 Marathon External Communications Board Director (2012)
- Tulsa YWCA Board Member (2013)