

Elizabeth Hilton

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WORK EXPERIENCE

Crosswind Media & Public Relations, Austin, TX

January 2016 - Present

Assistant Account Executive

I serve as the primary client resource and point-of-contact for a variety of technology, cybersecurity, healthcare and lifestyle accounts as well as manage Crosswind Media & Public Relations' internal and external communications.

- Manage my clients' Tier One media relations efforts, by drafting pitches (both proactive and reactive "rapid responses" to breaking news) and facilitating media briefings and interviews with target media, including Time Magazine, Bloomberg, Bloomberg BNA, Dallas Morning News and Becker's Healthcare
- Conduct targeted outreach to national print, broadcast, online and trade publications - with a chief focus on data security, business, healthcare and technology reporters, securing placements in [Time Magazine](#), [CSO Online](#), [TechTarget](#), [Fedscoop](#), [O'Dwyer's PR](#), and [Contemporary OB/GYN](#)
- Support my clients' social media needs with cross-platform strategy, concept and execution including the development of social media playbooks, content calendars and audience engagement programs (such as competitions).
- Develop new business pitches and proposals including agency capabilities, budgets, recommendations and media research, as well as facilitate new business events
- Launch integrated marketing and advertising campaigns by drafting bimonthly newsletters and developing creative materials such as brochures, advertisements and one-pagers.

LSU Marketing and Promotions, Baton Rouge, LA

August 2014 – December 2015

Marketing and Promotions Intern

As a part of the LSU Athletics marketing and promotions team, I assisted in producing various marketing campaigns and athletic events including football, volleyball, basketball, gymnastics, softball and baseball competitions.

- Assisted in the development of advertising campaigns and fan-experience initiatives, and helped keep marketing materials up-to-date
- Executed promotions and fan experience elements during athletic events, and assisted with game-day operations — including operation of sound and lighting systems
- Coordinated sponsor involvement prior to and during athletic events
- Organized special events such as Greek Night and the Student Block Party, and coordinated the Dads and Daughters program
- Supported day-to-day office responsibilities such as interacting with fans and responding to inquiries made by the media and members of the Baton Rouge community

Weber Shandwick, Dallas, TX

June - August 2015

Public Relations Intern

During my time at Weber Shandwick, I worked on media relations, social media, and PR efforts for national accounts such as American Girl, Unilever, Bank of America, Qualcomm, Motorola Solutions, Essilor, and ARRIS.

- Managed outreach, research, interviews and was the point of contact for the relaunch of Nicorette's "What's your Why?" campaign sorting through 180,000 entries to identify new testimonials
- Worked closely with Unilever's social media team to develop social content, manage the Pinterest account, create Facebook editorial calendars, and assist with blogger engagement
- Drafted feature stories for Essilor's online newsroom, developed topic lists for upcoming daily features and conducted social listening and engagement for the company's Twitter account
- Compiled and organized media lists for American Girl, identified target influencers, vetted bloggers, and monitored print and online media coverage

WPNT Communications, Houston, TX

May - November 2014

Public Affairs Intern

While at WPNT, I specialized in crisis communications - assisting in the facilitation of executive crisis communications programs and personally undergoing training to develop my skillset as a spokesperson.

- Assisted in training programs as a WPNT Associate; participated in on-camera training programs as a broadcast, print or online news reporter; researched communications issues impacting clients prior to training programs
- Drafted pitches and proposals to potential clients; developed and prepared promotional material; edited five different types of training material; coordinated training programs with clients
- Redesigned training materials for five programs and produced graphics for crisis communications, presentation skills, media and stakeholder engagement programs; established the concept and design the layout for the quarterly newsletter

EDUCATION

Louisiana State University - Manship School of Mass Communication

Summa Cum Laude (3.92 GPA)

Bachelor of Arts in Mass Communication, Public Relations - business administration minor

LSU Distinguished Communicator and Ketchum Mindfire Challenge Campaign winner

