

## COMMUNICATIONS LEADERSHIP | PUBLIC RELATIONS

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- **Respected leader** – Accredited public relations professional with diverse experience developing, executing, leading, and evaluating long and short-term communications strategies.
- **Creative problem-solver** – Demonstrated ability to lead and manage high-level communications initiatives, multiple programs, and branding campaigns.
- **Flexibility within consistency** – Versatile at creating and leading marketing, media, branding, and engagement strategies.
- **Collaborator** – Problem solver, creative thinker, and consensus builder who appreciates and relies on diverse perspectives to drive civic engagement and connect people to local resources.

## PROFESSIONAL EXPERIENCE

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**Oregon Department of Consumer and Business Services, Salem, OR** Dec. 2017 – Present  
**Public Information Officer**

Communications and Marketing Manager – Division of Financial Regulation

- Lead crisis communications strategy for the department. Created 20 consumer and industry-based webpages, as well as resources for six emergency orders for COVID-19 and wildfires.
- Develop media and marketing campaigns for several consumer protection initiatives. Results show 27 percent increase in consumer and stakeholder engagement by using a storytelling and data sharing strategy for two division programs.
- Created award-winning financial services newsletter to increase engagement with state's insurance and banking markets. *Common Ground* reaches 36,000 financial services professionals quarterly.
- Created department's communication plan and messaging library to meet department goals for the next two years, institute a crisis response plan, and enhance its ability to collaborate with regulated professionals.
- Developed strategic communication plan to guide insurance commissioner and executives through the transparent health rate review process. Increased consumer interaction with the division's rate review website by 18 percent.
- Created marketing materials, media trained executive leaders, and directed outreach plan for disaster preparedness, health insurance rates, and financial planning campaigns.

**State Farm, Salem, OR** 2001 – 2017

**Media manager/spokesperson**

Media manager for six states

- Produced over 250 local and national earned media placements during 2017.
- Conducted media scrums and media tours for Chris Paul's Exist to Assist and State Farm's autonomous vehicle research conducted with Ford and the University of Michigan.
- Increased community participation of Wildfire Preparedness Day by 62% and secured 20% of State Farm's wildfire grant budget for Pacific NW communities.
- Created and implemented a change management campaign for the executive customer service unit that produced a 35% increase in file review scores and a 15% increase in productivity.
- Coordinated media events related to natural disasters, technology and celebrity partnerships that helped lower cancellation rates below the national average for the Northwest Division.

# BRAD HILLIARD, APR

- Led teams to research, create and execute 11 strategic internal and external PR campaigns per year. Results include hiring of over 2,000 employees for a new facility and securing over \$2.5 million in financial support from both private and public partners to bolster company's investment of \$200,000 to create a Center for Strong-Families.
- Wrote and edited approximately 72 communications per year for diverse audiences in a variety of mediums including news releases, media alerts, speeches, online articles, social posts and internal memos.
- Conducted research, evaluated campaigns, and executed strategies using a variety of resources including Cision, TV Eyes, Microsoft Office and Hootsuite.

## COMMUNITY INVOLVEMENT

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### Public Relations Society of America Greater Oregon Chapter

*Board of Directors 2011 – 2013, 2019 – 2020*

- **President** – Currently, leading board of 16 communications professionals to provide nimble professional development, collaboration, and networking opportunities for more than 275 professional communicators. *Current role*
- **President-elect** – Developing chapter's vision and transition plans, mentoring the membership committee, securing cash sponsorships. *2019*
- **National Assembly Delegate** – Chosen to represent communications professionals at the national meeting. *2018 and 2019*
- **Mentoring Program Director** – Connect new PR professionals with seasoned pros to build relationships, increase skills, and identify opportunities for reverse mentoring. Managed 15 mentor/mentee relationships. *2018 - 2019*
- **Vice President of Public Relations** – Implemented chapter's PR campaign resulting in 26 sold-out events, exceeding membership growth goal by 10% and securing record sell-out audience for the annual Communicators Conference. *2012 – 2013*
- **Director-at-Large Conferences** – Chaired the west coast's largest communicators' conference, drawing nationally recognized speakers and more than 250 attendees. *2011 – 2012*

### Oregon Impact

*Board of Directors: 2011 – 2017*

- **Treasurer** – Maintained budget for organization delivering interactive programs on impaired and distracted driving to 25,000 teens and young adults in Oregon and SW Washington per year. *2017*
- **President** – Negotiated merger with fellow highway safety organization, ACTS OR, and secured annual funding from ODOT to expand organization by three full time employees. *2014 – 2016*

## EDUCATION

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Bachelor of Science, Mass Communications, **Middle Tennessee State University**

## ACCREDITATIONS

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Accreditation in Public Relations (APR), **Public Relations Society of America, Oregon Chapter**

Certified Life Underwriter (CLU), **The American College**