

Sharon Riddick Hoggard

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Seasoned public relations practitioner and marketer with a background in several disciplines of the field including strategic communications planning and implementation, publication project management, crisis communications, and social media marketing.

Experience

City of Portsmouth (August 2021 – Present)

Interim Director Marketing & Communications

RESPONSIBILITIES

Leadership and oversight for the city of Portsmouth's marketing and communications strategic plan including serving as the liaison with the city's marketing agency of record in the implementation of the marketing strategic plan, developing programming for Portsmouth Community Television (PCTV Channel 48), publications, social media, podcasting and other tools to communicate with the residents of Portsmouth and other publics.

City of Portsmouth (January 2018 – Present)

Marketing Manager

RESPONSIBILITIES

Oversight for the city's external marketing and employee communications including the promotions of special events, projects, and programs; working with the city's marketing agent of record to ensure the city's calendar is up to date and coordinate activities to be added to advertising. Assisting with video projects including the annual Hampton Roads Chamber of Commerce State of the City (Portsmouth), and producing videos for special events via Adobe Spark. Writing news releases and articles for internal and external publication. Oversight of city's website including updates to several pages and working with a team of content managers.

Norfolk State University (April 2015 – December 2017)

PR & Marketing Specialist III

RESPONSIBILITIES

Assisting the university's Communications and Marketing office with assorted public relations duties as assigned including serving as PR advisor on emerging issues; writing stories for BEHOLD, the university's alumni magazine, editing and proofreading copy; photo assignments as needed; and other duties as assigned.

NORFOLK STATE UNIVERSITY (JAN 2007-Feb 2011)

Interim Executive Director of Communications and Marketing

RESPONSIBILITIES

Served as the university's chief spokesperson and had oversight for creating and implementing the university's marketing and advertising plan; lead crisis communications strategist; lead media buyer; oversight in marketing research efforts, and responsible for building partnerships throughout the community that reinforced the university's brand, reputation, and image.

Skills

Content curation • Strategic communication • Crisis communication (emergency operations) • Research • Speech writing • Social media content management • Script writing • News release writing • Podcast hosting/production • Publication management (print) • Media relations • Magazine & other specialized publications writing

Education

Master of Arts, Media & Communication, 2004, Norfolk State University—Norfolk, VA

Bachelor of Arts, English, 1979, Old Dominion University—Norfolk, VA

Activities

Reading • Photography • Blogging • Cooking • Writing • Storytelling