

HOGGARD, SHARON R.

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PROFESSIONAL SUMMARY

Highly-qualified and experienced public relations practitioner with a background in several disciplines within the field including crisis communication management, media relations, strategic communications planning, social media marketing and publication (print and online) production management. Vastly organized communications specialist with 35+ years in the communications arena with expertise in managing multi-disciplined/multi-functional teams, web and print content development, public speaking and project management.

SKILLS PROFILE

- Coaching leadership style
- Superb writer and copyeditor
- Media relations management and executive media training
- Print and electronic media management
- Deadline-driven
- Focused and driven
- Dedicated team player
- Skilled multi-tasker
- Can-do attitude

ACCOMPLISHMENTS

- Developed and implemented an innovative internal communications strategy to improve employee engagement using innovative channels
 - Initiated groundbreaking public relations campaign for a University conference securing national media coverage and additional public interest in the founding of Jamestown (Virginia)
 - Captured four public relations industry awards for University's annual report, crisis communications campaign and organization media kit
 - Interviewed Virginia Governor Terry McAuliffe on WNSB 91.1 FM, Spartan Life Radio show, about the governor's one billion dollar appropriation in the state budget for higher education.
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EMPLOYMENT HISTORY

City of Portsmouth, Department of Marketing & Communications – Marketing Manager 1/3/2018 — Current

Portsmouth, VA

- Implemented use of Adobe Spark Video for external and internal promotions and communications
 - Oversight for the city's marketing efforts including local and regional advertising, special events calendar & events website, special events publications and marketing via social media
 - Communications liaison to Department of Economic Development, Finance, Libraries, Human Resources and Information Technology
 - Oversight of city's website and content managers
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Norfolk State University-Public Relations Specialist 4/18/2015 — 12/29/2017

Norfolk, VA

- Researched and compiled data for the university's media resources guide (online document)
- Implemented the use of BlogTalk Radio (Spartan Life Radio) as part of the university's social media campaign
- Re-invented the faculty and staff newsletter into an e-newsletter (Making Waves) using WordPress.

Sentara Healthcare – Communications Advisor 2/28/2011 — 6/24/2013

Norfolk, VA

- Implemented use of blogtalk radio to communicate with internal audiences and the communities served by the healthcare system
- Implemented system-wide influenza prevention public information campaign; vaccination rate among employees increased to 95 percent
- Implemented system-wide public information campaign for company's emergency notification system

**Norfolk State University – Interim Executive Director
Communications and Marketing** 1/1/2007 — 2/1/2011

Norfolk, VA

- Implemented a sustained media relations strategy garnering the university unprecedented positive news coverage while fostering good relationships with reporters and positioning faculty as experts for media use
- Led the university's safety and security taskforce, created after the Virginia Tech campus shooting; produced final report with recommendations for the Governor's office
- Successfully created and sustained the university's social media presence via Facebook, Twitter and Ning sites

**Norfolk State University – Director of News and
Media Relations**

10/1/2000 — 1/1/2007

Norfolk, VA

- Restructured existing office function from the public information model to a more symmetrical communications model; allowing feedback and continued communications with the university's diverse constituents
- Served as the university's chief media spokesperson; crisis communications management
- Advised the university's president and cabinet on policy issues

EDUCATION

- Master of Arts in Media and Communications (Norfolk State University 2004)
- Bachelor of Arts English/Journalism (Old Dominion University 1979)
- **Additional coursework:** marketing, public relations measurement, public relations strategy, journalism, communications research and social media marketing