

Hillary Straus Rubin

hillbsr@yahoo.com | (810) 824 – 8535 | Grand Blanc, MI 48439 | [LinkedIn](#)

Accomplished media professional who can tell and sell a story

Ability to seamlessly showcase expertise as a news manager, on-air reporter, producer and writer, a nonprofit media relations director, and a public relations account executive. I am a creative visual and print storyteller, who can shine a light on an issue, business or non-profit, as the person either receiving, reporting on, or creating the PR pitch.

Skills & Expertise

- Content Creation
- External Communications
- On-Air Reporting
- Field Producing
- Media Strategy & Training
- Writing
- Internal Communications
- Deadline Driven
- Editing

Professional Journalism & Communications Experience

News Segment Producer (freelance)

Jan. 2021 – Present

Ivanhoe Broadcast News, Southeast, MI

- Initiate ideas for medical, wellness, parenting and lifestyle stories for TV and digital platforms
- Research, interview, write and conceptualize final news package
- Collaborate with photographers and editors for optimal visual storytelling
- Stories air on 150 partner television stations including top 10 markets, and reach 156 million viewers

Coordinating Producer

May 2022 – Nov. 2022

Crain Communications, Automotive News, Detroit, MI

- Led a video team of 4, spearheaded the creation of 2 daily webcasts and copyedited all scripts
- Generated editorial plan to create original video content for webcasts
- Used cross functional communication with print reporting team to collaboratively tell their stories
- Strategized with 3-member social media team to create expanded reach on varied digital platforms
- Guided coverage of special events with video, audio, and social media teams
- Anchored webcasts, reported in the field
- Used CMS and software for web posts (Drupal, Brightcove, Salthru and Adobe Creative Cloud)

Media Relations Account Executive (freelance)

July 2020 – May 2022

Mort Meisner Associates, Huntington Woods, MI

- Increased brand awareness for clients by placement on top 10/major market TV and radio stations, and national networks.
- Placements included New York City, Chicago, Detroit, Cleveland, Bloomberg, and OTT channels.
- Created a bi-monthly franchise for client to appear on a news segment on a local ABC affiliate.
- Leveraged prior TV news and journalism background to forge partnerships with reporters, producers, and assignment editors in dozens of media markets

Director of Media Relations

May 2002 – Aug. 2003

American Red Cross, Dayton, Ohio

- Managed all media and public relations activities for the chapter.
- Formulated and revamped media relations strategy and media training for 7-person management team, staff and 104 volunteers.
- Planned, wrote, and edited bi-annual chapter magazine *AWARE*, and speeches for CEO
- Planned public facing events like annual meeting and disaster volunteer training.
- Increased coverage by pitching media-friendly events for reporters.

Television Reporter, Anchor and Producer

Feb. 1989 – April 2002

Business Now, New York, NY | NECN, Boston, MA | WFSB TV, Hartford, CT | WNBC TV, New York, NY
News 12 Long Island, Woodbury, New York | WENY TV, Elmira, NY

- Skilled at reporting, writing, finding, pitching, and logistically gathering news of value for viewers
- Syndicated stories aired on top 10 ABC owned and affiliated stations (Business Now)
- Primary reporter for breaking news coverage of plane crash that killed JFK Jr. (NECN)
- Reporter for Emmy nominated coverage of UCONN Women Huskies NCAA basketball championship (WFSB)
- Oversaw all news coverage of Long Island, NY (pop. 3 million) as LI Bureau producer. Coordinated live, coverage of Long Island Railroad massacre (WNBC)
- Primary reporter for US Air crash at LaGuardia Airport providing live, continuous coverage (News 12)
- Primary reporter for Southport Prison Uprising providing live coverage for affiliates and network (WENY)

Teaching Experience

Adjunct Journalism Professor, Lecturer

Sept. 1998 – May 2009

University of Michigan, Flint, MI (2009) | Hofstra University, Hempstead, NY (2001) | Quinnipiac University, Hamden, CT (1998 – 2002)

- Taught TV news reporting, writing, producing, and editing skills to undergrad and master's students
- Spearheaded a collaboration with the technical production class, to merge the sections and produce a weekly newscast on campus (Quinnipiac)
- Student placements include major market main anchors

Additional Professional Experience During Parenting Career Break

Figure Skating Program Director and Coach (part-time)

Sept. 2007 - Present

Crystal Skating Academy, Burton, MI & Flint Iceland Arena, Flint, MI

- Coach freestyle, ice dance and skating skills/moves in the field to private and group lesson students
- As Skating Director in Flint, increased Learn To Skate registrations by more than 100%, had a 60% retention rate, and increased skating club membership by 50 percent.
- Created a bridge program called "Super Skaters" to introduce group lesson skaters to competition
- Coached students through full US Figure Skating test structure to become gold medalists, and coached regional competitors, and Midwestern Sectional Champion
- Oversaw and promoted all skating club activities, including annual ice show, annual club competition, and National Skating Month collaboration with 6 county agencies. Garnered news coverage for all events

Workshop Leader & Wellness Instructor (part-time)

April 2007 – July 2021

The WW Group (Weight Watchers), Mid-Michigan Locations

- Facilitated up to 7 weekly meeting for members of Weight Watchers, at centers and in the workplace
- Prepped and presented program information weekly by utilizing scientific and practical information
- Enthusiastically motivated members on their wellness journeys, by teaching meal plans, tips, and tricks
- Dozens of workshop members reached their goal weight

Education

Master of Science, Northwestern University, Medill School of Journalism, Chicago, IL
Bachelor of Arts, University of Michigan, Ann Arbor, MI