

PHILIP HANYOK

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PROFESSIONAL SUMMARY

- A talented internal communications manager with more than 15 years of experience developing and managing high-quality strategic internal and external communications
- A trusted Human Resources and senior leadership partner who manages communications strategies, positioning and content development to inform, engage and motivate employees in multiple locations
- A resourceful writer and editor with strong copyediting and proofreading skills, excellent oral and written communication skills, superior attention to detail and a creative mindset
- A project manager who integrates messages across multiple channels and platforms to promote a consistent and compelling company brand message
- A team leader with experience managing employees as well as agency and vendor relationships

EMPLOYMENT HISTORY

Great Dane

Senior Communications Manager

Savannah, GA

Feb. 2016 to March 31, 2017

- Managed multichannel marketing communications for internal and external audiences
- Developed strategic employee communications plans to inform, engage and motivate employees
- Advised senior executives and created speeches, presentations and video scripts for leaders
- Launched two newsletters and a digital signage platform to reach employees without computers
- Doubled the number of press releases distributed in a year and increased media coverage
- Developed integrated marketing plans for culture change and other corporate initiatives
- Led internal and external team members to develop content for a new corporate website and microsites
- Managed updates of websites and apps for internal and external audiences
- Managed development of two magazines and numerous print and digital sales support tools
- Worked with agencies and vendors to produce and place advertising in print and digital media

Gulfstream Aerospace

Senior Manager, Employee Communications

Savannah, GA

Sep. 2011 to Jun. 2015

- Directed an Employee Communications staff of five to support corporate communications objectives
- Served as managing editor of internal communications channels, including print and electronic media
- Dramatically increased intranet article readership and employee engagement through multichannel message coordination and by doubling the number of intranet articles published annually
- Upgraded digital signage company-wide (250 units, 12 sites) to reduce costs by about 25%
- Doubled the frequency of management messaging to increase communication and drive culture change
- Created and managed senior leadership quarterly All Hands business updates and other events
- Wrote and edited executive speeches, columns, letters, talking points and video scripts
- Managed crisis communications to employees in coordination with external communications efforts
- Successfully promoted HR benefits, health and wellness, a new company vision and values, employee successes, safety awareness, continuous improvement, volunteering, sustainability and more

Highmark Inc.

Web Producer, Corporate Web Communications

Camp Hill, PA

Nov. 2006 to Sep. 2011

- Produced high-quality intranet and internet websites on schedule and within budget for Internal Communications, Corporate Communications, Community Affairs, and eMarketing
- Provided guidance to the Internal Communications team and managed intranet improvements
- Created and delivered internal communications campaigns aligned with external messaging
- Supported intranet integration projects as part of business mergers and acquisitions
- Managed efforts across departments to align communications with corporate strategies and brand rules
- Wrote and edited content for multiple internal and external websites
- Improved website usability and effectiveness

Highmark Inc.

Web Editor

Camp Hill, PA

Apr. 2002 to Nov. 2006

- Created and launched a new employee intranet that served 17,000 employees
- Wrote articles and edited three of six intranet news sections
- Managed coordination of employee messaging across multiple channels

Highmark Inc.

Senior Web Writer

Camp Hill, PA

Feb. 2001 to Apr. 2002

Penn State University

Adjunct Instructor, Magazine and Newsletter Editing

Harrisburg, PA

Aug. 2001 to May 2002

Primedia Inc.

Managing Editor, Fly Fisherman Magazine

Harrisburg, PA

Jan. 1990 to Feb. 2001

Primedia Inc.

Associate Editor, Fly Fisherman Magazine

Harrisburg, PA

May 1986 to Jan. 1990

PUBLICATIONS

- Published articles in Sports Afield, Eastern Fly Fishing, Fly-fishing Retailer, Atlantic Salmon Journal, The Fly Fisher, and Fly Fisherman-Japan Edition

VOLUNTEER ACTIVITIES

- Served four years on the nonprofit Historic Harrisburg Association Board of Directors. Established an endowment and improved governance to ensure continued success. Wrote position statements, letters, house tour narratives and other materials to promote the organization.

EDUCATION

University of Maryland

Bachelor of Science in Journalism with English minor

College Park, MD

Dec. 1984