

# PHILIP HANYOK

785 Southbridge Blvd., Savannah, GA 31405

717-580-4392

[philiphanyok@comcast.net](mailto:philiphanyok@comcast.net)

[www.linkedin.com/in/hanyok](http://www.linkedin.com/in/hanyok)

[www.hanyok.com](http://www.hanyok.com)

## PROFESSIONAL SUMMARY

- A corporate communications senior 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

### Charles River Laboratories

#### Senior Manager Employee Communications

Charleston, SC

Jun. 2017 to Aug. 2017

- Worked with senior leaders and others to develop strategic messages and communications programs
- Developed and managed employee communications to inform employees and drive engagement
- Launched a new digital signage program with a strategic content plan
- Recommended ways to improve leader visibility, employee engagement and process improvement
- Used SharePoint, Yammer, OneNote and other tools to improve communications team efficiency

### Great Dane

#### Senior Communications Manager

Savannah, GA

Feb. 2016 to Mar. 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 presentations for senior leadership quarterly All Hands business updates and managed event
- 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

**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

**EDUCATION**

**University of Maryland**

**Bachelor of Science in Journalism with English minor**

**College Park, MD**