

PHILIP HANYOK

785 Southbridge Blvd., Savannah, GA 31405 | 717-580-4392

philip.hanyok@hanyok.com | www.linkedin.com/in/hanyok | <https://hanyok.com>

SENIOR MANAGER OF EMPLOYEE COMMUNICATIONS

A corporate communications professional with more than 15 years of experience developing and implementing employee communications strategies to inspire employees to embrace company values and become brand ambassadors. A resourceful writer and editor who establishes a cadence of communications and develops content for multiple channels. A project manager who oversees intranet content, print and electronic communications, town hall meetings, magazines and other enterprise communications. A team leader who works with contributors, stakeholders, and vendors in a matrixed environment to promote a consistent and compelling brand message. A senior leadership advisor who has taught leaders at all levels to communicate better.

PROFESSIONAL EXPERIENCE

CHARLES RIVER LABORATORIES | Charleston, SC

Jun. 2017 - Aug. 2017

Senior Manager of Employee Communications

- Directed an employee engagement team and increased employee engagement
- Developed strategic messages and communications for senior leaders and others
- Launched a new digital signage program to reach non-wired employees
- Recommended ways to improve leader visibility, employee engagement and brand awareness
- Improved communications efficiency with SharePoint, Yammer, OneNote and other tools

GREAT DANE TRAILERS | Savannah, GA

Feb. 2016 - Mar. 2017

Senior Manager of Marketing Communications

- Managed a team of employees and contractors; coached and trained employees
- Worked with HR to develop training and culture change communications
- Directed content updates for the corporate website, intranet, social media sites and sales app
- Developed and executed communications plans to inform, engage and motivate employees
- Wrote speeches, columns, presentations, talking points and video scripts for senior executives
- Managed communications to promote culture change and corporate initiatives
- Launched two email newsletters and a digital signage platform for multiple locations
- Evaluated internal communications apps and proposed a launch roadmap
- Published internal and customer magazines plus various print and digital sales support tools
- Developed metrics and action plans to improve communications team effectiveness
- Directed multichannel marketing communications for external audiences
- Increased media coverage by doubling the number of press releases distributed in a year

GULFSTREAM AEROSPACE | Savannah, GA

Sep. 2011 - Jun. 2015

Senior Manager of Employee Communications

- Directed an Employee Communications staff of five to educate, engage and inspire employees
- Led communications training sessions for new managers and coached interns
- Increased intranet article readership and employee engagement dramatically through multichannel message coordination and by doubling the number of intranet articles

- Oversaw the company intranet, and managed redesign and functional improvements
- Drove culture change and raised awareness of business priorities by increasing the quality and frequency of messages to managers
- Upgraded digital signage company-wide (250 units, 12 sites) to reduce costs by about 25%
- Directed a Lean Six Sigma project that reduced costs by \$22,000 per year
- Held primary responsibility for most print and electronic internal communications
- Created and managed presentations for senior leadership quarterly Town Hall meetings
- Wrote and edited executive speeches, columns, letters, talking points and video scripts
- Directed “Great Place to Work” survey communications, and prepared application materials
- Managed crisis communications to employees in multiple states
- Published an employee magazine, including a special product launch issue
- Promoted a new company vision, employee successes, safety, continuous improvement, a Leadership Model, health and wellness, employee volunteerism, and sustainability

HIGHMARK HEALTH | Camp Hill, PA

Feb. 2001 - Sep. 2011

Web Producer (Nov. 2006 - Sep. 2011)

Web Editor (Apr. 2002 - Nov. 2006)

Senior Web Writer (Feb. 2001 - Apr. 2002)

- Produced intranet and internet websites on schedule and within budget for Internal Communications, Corporate Communications, Community Affairs, and eMarketing
- Directed content updates for the corporate website, intranet and other websites
- Created and launched a new employee intranet that served 17,000 employees
- Advised the Internal Communications team and managed intranet improvements
- Created and delivered internal communications campaigns aligned with business priorities
- Managed intranet integration projects as part of business mergers and acquisitions
- Improved website content processes and procedures to establish best practices
- Wrote articles and edited three of six intranet news sections
- Managed coordination of employee messaging across multiple channels

PENN STATE UNIVERSITY | Harrisburg, PA

Aug. 2001 - May 2002

Adjunct Instructor, Magazine and Newsletter Editing

PRIMEDIA INC. | Harrisburg, PA

Jan. 1990 - Feb. 2001

Managing Editor, Fly Fisherman Magazine

EDUCATION

Bachelor of Science, Journalism; English minor

University of Maryland, College Park, MD

AREAS OF EXPERTISE

Employee Communications, Corporate Communications, Internal Communications, Marketing, Social Media, Website Management, Intranet Development, Content Management, Strategic Planning, Executive Communications, Employee Engagement, Culture Change Communications, Strategic Planning, Crisis Communications, Speech Writing, Continuous Improvement, Presentation Development, Team Building, Leadership, Writing, Editing, Magazine and Newsletter Publishing