

Hayley Elizabeth Henson

EXPERIENCED COMMUNICATION SPECIALIST



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Multimedia communication specialist with a proven track record of media placements. Stories have aired on National broadcast networks, CBN. Single-handedly filmed, wrote, and hosted travel segments airing across the eastern United States. Co-created and hosted the first WFXR (FOX) Outdoors special in Virginia, Outdoors Bound, which has since replaced the most lucrative sales-based program. Agricultural stories have been honored by the Virginia State Agricultural Division, garnering global attention. Nominee for National Center on Disability Journalism Award, 2021.

Relevant Work Experience

NATIONAL MEDIA LIAISON - ON-AIR (NATIONAL DISASTER)

Operation Blessing - CBN | March 2023 - Present
(Remote) -

- Communication and Public Information Specialist.
- Travels to National disaster zones with little notice to capture real-time journalistic media. This role carries out all videography, interviews, photography, and on-camera publicity. Provides media reports alongside all assets for quick dissemination of stories.
- Humanitarian storyteller and documentarian. The marketing team utilizes media to foster support and garner funding for the global nonprofit.
- Sets up interviews, and coaches teams for on-air news stations, newspapers, and magazines.

PRODUCTION MANAGER- CONTENT CREATOR

Digital President | November 2021- November 2022(contract)
Dorado Beach, Puerto Rico

- Creates content calendar and production plans using Monday organizational systems.
- Writes copy and edits copy written by others.
- Captures high-quality video and audio. Proficient Adobe creative suite video editor.
- SEO and digital marketing best practices. YouTube/social media content creation.

MULTIMEDIA JOURNALIST AND LIFESTYLE PRODUCER

WFXR - Nexstar News | July 2019 - August 2021
Roanoke, Virginia

Feature community-based storyteller. Collaborated with non-profits, specialized institutions, regional event organizers, public relations firms, and government entities.

- Research and pitch stories, schedule and conduct interviews, and write and present news reports and long-form feature stories on live TV under intense deadline pressure.
- Singlehandedly shoot and edit interviews/videos using high-grade cameras and advanced software.
- Re-write TV scripts in AP-style for WFXR.com using WordPress.

Producing

- Leadership role: Oversee multiple aspects of producing a live morning lifestyle show. Communicate and delegate pre and post-production responsibilities to staff.
- Research and select topics, assess press releases, book over 8 guests daily, write all scripts, and create graphics.
- Produced network specials: Veterans Voices, Remarkable Women, and Outdoors Bound.

Education

B.A. COMMUNICATION

University of Oklahoma | 2009 -2012

UNDERGRAD PRE-LAW STUDIES

Austin College | 2008 - 2009

- Awarded Academic Scholarship
- Student-Athlete

ON – CAMERA PRESENTER, SCRIPTWRITER, ON-SET PRODUCER

Big Review TV | November 2017 - December 2018

Dallas, TX

- Coordinate and plan the production of promotional video content for various businesses. Increase brand awareness.
- Research businesses, interview business owners, and write scripts. On-camera performance without the use of a teleprompter

MARKETING COORDINATOR

South Austin Microendodontics | June 2015- Aug '16

Austin, TX

- Public relations role: cultivate relationships with potential and active referring partners and organizations. Educate offices on the benefits of Endodontics through B2B marketing.
- Compose and write marketing literature. Coordinate production of promotional items.
- Manage advertising accounts, online content, and social media efforts across multiple digital channels.
- Organize internal and external events.
- Develop referral reports. Generate marketing statistics.

MEMBER RELATIONS COMMUNICATION COORDINATOR AND EVENT PLANNER

Hills of Lakeway Country Club | May 2014- June '15

Austin, TX

- Implement mass communication and marketing efforts to over 4,000 households/5 clubhouses.
- Communicate with all department heads to disseminate information on member and monthly events, and internal committees and boards.
- Write and distribute weekly e-mail newsletters and various email blasts. Graphic design, producing all internal marketing flyers.
- Event management and logistic coordination. Plan club events, holiday events, and golf tournaments.

Skills

- Public Relations
- Media Relations
- AP Style Writing
- News and Press Releases
- Scriptwriting and Speech Writing
- Interviewing
- Public Speaking/Verbal Communication
- Storytelling
- Marketing Strategy
- Social Media Content Creation
- Researching/Information Gathering
- Videography and Photography
- Adobe Creative Cloud Editing
- Canva/WordPress
- Project-management skills

Accomplishments

- Participant of the Advancement Foundation's Entrepreneur Program - the Gauntlet, 2021.
- Published Biographical piece - Luxiere Magazine, 2018.
- Oklahoma Leadership Class VII. One of fifty selected.
- Southern Collegiate Athletic Conference Scholarship recipient.
- Jim Thorpe medal recipient for artwork from Oklahoma Governor Henry.
- Wilderness Guide, 2018. Conservationist and Leave No Trace advocate.
- Certified Stages cycling, ballet barre, and TRX fitness instructor.
- Production volunteer for Families to Freedom, producing PSA commercial for domestic abuse nonprofit, 2018.
- Licensed Texas real estate agent, 2018 - present.