

CRISTY H. HAYES

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Objective: Apply my broad experience in marketing and communications, both creative and managerial, to develop, implement and lead the marketing and communications effort of a thriving Houston company.

EXPERIENCE

June 2002 to Present

Contract Account Executive/Marketing & Communications Manager – Manage accounts and provide complete marketing and communications services to clients representing a variety of industries, including oil and gas, construction, healthcare and Internet marketing. Develop and execute marketing strategies and advertising and public relations campaigns, which include industry tradeshow and special events, media buying, and collateral material.

Provide full communication support, including print and web content creation (brochures, catalogs, press releases, online/print/radio advertisements, advertorials, presentations, video scripts, scientific papers, websites and web articles/blogs). Maintain media and vendor/contractor relations within related industries. Partner with physicians and department heads in developing effective communication strategies that meet individual as well as corporate goals.

Clients include: Baylor College of Medicine, Methodist Hospital System, Greenwood Properties, CIMA Energy, Pileco-Bauer, Sanders Clinic for Orthopaedic Surgery and Sports Medicine, Richmond Bone & Joint Clinic, Marketing Plus, OakBend Medical Center, KSF Orthopaedic Center, Directory One, Morris Builders.

May 1997 to May 1998

Cooperative for Assistance Relief Everywhere, Inc. (CARE), Atlanta, GA – Writer/Editor. Responsible for written communications and speeches associated with Women's aid in this nonprofit organization's international relief effort. Contributed in the development of Public Service Announcements and consulted on marketing strategy and public service announcements within the Atlanta market.

June 1995 to September 1996

The American Club of Lyon, Lyon, France – *Newsletter Editor/Community Liaison*. While living abroad, developed, wrote and edited a newsletter on “expatriate life in France” for this American organization – distributing throughout Lyon and the surrounding Rhône-Alps region. Organized bilingual groups to assist the international press and delegates during the 1996 G-7 Summit in Lyon (now G-20). Wrote and edited a relocation guide for a relocation agency in Lyon. Served as outreach coordinator for the American Club of Lyon, organizing cultural exchange opportunities between American expatriates and local French citizens.

June 1992 to November 1993

Peachtree Software, Norcross, GA – *Marketing Communications Specialist*.

Working with product managers and outside support agencies, managed public relations, advertising and promotions, direct mail marketing and product packaging for Peachtree’s Windows and Macintosh product lines. Wrote and edited all content related to these product lines (press releases, user guides, spec sheets, packaging, point-of-sale and direct mail pieces).

Promoted new product releases through press tours, presenting new product launches and pitching to editors of industry journals across the east and west coasts. Organized focus groups, assessing and reporting group findings and feedback. Provided client support for Peachtree’s user support centers located throughout the United States.

October 1991 to June 1992

Spectrum Data Systems, Atlanta, GA – *Marketing and Sales Coordinator*

Developed marketing tools and press material for the company’s videoconferencing equipment and workstations (product brochures, press releases, bimonthly newsletter). Coordinated all marketing events and developed promotional plans for the sales team. Qualified leads and assisted sales staff in providing customer support.

December 1989 to September 1991

Adair-Greene Advertising, Atlanta, GA – *Junior Account Executive/Marketing Coordinator*

Served as account coordinator, assisting in the development of all material for Coca-Cola USA’s nationwide bottler incentive program, “Cold Country” (employee instructional and promotional material, award catalogs and merchandise, kick-off events). Wrote and edited support material for Coca-Cola’s national Partner’s in Education program schools throughout the United States. Provided support and maintained bottler relations, working in an account services capacity.

May 1989 to December 1989

Capital Area United Way, Baton Rouge, LA – *Marketing “Loaned Executive” (special assignment while on staff at the Morning Advocate newspaper)*

Worked with the United Way marketing director as a “loaned executive,” while on staff at the Morning Advocate newspaper. Responsible for the public relations and communications related to the annual United Way campaign – writing press releases, newsletters and campaign literature. Coordinated volunteers and contractors while overseeing corporate kick-off and special events. Cultivated media and community relationships.

August 1985 to December 1989

Morning Advocate Newspaper, Baton Rouge, LA – *Student Writer/Newsroom Assistant*

Wrote, researched and edited articles for the city news, business and human-interest desks. Qualified news leads and coordinated efforts between newsroom, photography, fact verification and engraving in the nightly production of this morning paper. Working with Capitol beat reporters and legislative contacts, produced the Legislative Digests (special insert) during the Louisiana Legislative Sessions.

Other Professional and Extracurricular Activity

- Served as a director on the Champion Forest Fund (homeowners association for a northwest Harris county neighborhood of nearly 1800 residents), 2005–2007.
- Served as Newsletter Editor and board member of the Champion Forest Women’s Club (producing a monthly 40–page community newsletter), 2001–2005.

EDUCATION:

Louisiana State University School of Journalism – Bachelor of Arts degree in Journalism and Minor in History, 1989.

Alliance Française of Lyon in Lyon, France –Diplôme de Langue Française (French Language Diploma), 1995.