

Hilary Cousins

Communications Consultant / Writer

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Profile

Creative communications professional with extensive experience working on business-to-business and experiential marketing events. Created and contributed to outstanding productions that have delivered results for business clients.

Possesses a unique ability to understand clients' objectives and develop a strategy to communicate their message effectively. Responsible for ensuring content, messaging and creative are aligned. Confident, disciplined, thorough, dependable, thoughtful, goes above and beyond to get the job done. Works collaboratively with others, contributes to team processes, and provides exceptionally high-level of client service.

Clients & Agencies

Corporate Clients:

Pfizer, Citibank, Ortho Biotech, Canon, GlaxoSmithKline, L'Oreal, PricewaterhouseCoopers, Novartis, Staples, Sanofi-Aventis, Prudential, Adolor, Eisai Inc., AstraZeneca, Bristol-Myers Squibb, Xerox, New York State Dept. of Social Services, Aveda, Communication Devices Inc., MasterCard.

Production Companies / Agencies:

MJM Creative Services, Jack Morton, Caribiner, AMCI Marketing, Production Group International, Nocturnal Films, Stage America, KEI Productions, Hill & Knowlton.

Professional Experience

Applications and Events:

New-business-development proposals; stand-up pitches; product launch meetings; management meetings; national sales meetings; all types of video production/presentations; training meetings; trade show/exhibitions; award shows/banquets; satellite broadcasts; web casts; newsletters.

Executive Speechwriting Credits (sample):

EVP Sales & Marketing, Pfizer US; President, Ortho Biotech (J&J); GM of Cardiovascular BU, BMS; SVP Sales, sanofi-aventis US; GM Canada, Staples; SVP Cardiovascular Cluster, Pfizer; wide variety of Marketing/Product/Brand Team leaders from across industries.

Creative Elements Developed/Scripted (sample):

Broadcast News/Anchor settings; TV Network Upfront Meetings; parodies/parallels of such shows as *The Apprentice*, *Heroes*, *ESPN Sports Center*, *Tool Time*, *Twilight Zone*; audience response Game Shows with live host ; award show parallels of *Academy Awards*, *Grammys*, etc.. Sales office role-play scenarios; various types of interactive competitions.

Communications:

Corporate vision & values; senior executive communiqués; corporate storytelling; internal employee communications; customer channel communications; consumer outreach/advocacy campaigns; brand messaging & positioning.

Professional Capabilities

Creative Direction / Development:

Develop creative concept & strategy; event theming; multi-media elements; provide direction/collaborate with graphic designers and other artists.

Writing:

Creative treatments; presentation outline/objectives; executive speeches; proposals; talking points; corporate storytelling; copy writing.

Presentation Coaching:

Executive speech coaching; TelePrompTer coaching; on-site/on-stage rehearsals & blocking; off-line editing/script-doctoring.

Video Production:

Treatments; script writing; character dialogue; segment & field producing with crew; documentary interviewing; narration writing & recording; preparing paper cuts for editors.

Speaker Support:

PowerPoint design consulting; organizing content for PPT; writing Speaker Notes; creative direction & collaboration with graphic designers.

Related Experience

Music Production:

Songwriter, musician, performer; Hilary's original music has received national radio airplay; experienced recording producer and audio engineer.

Film / TV Production:

Worked in film/TV production for seven years in a variety of positions, including production manager, coordinator, camera, grip/electric, locations; worked on variety of productions including commercials, feature films, documentaries, music videos, industrials.

Screenwriting / Filmmaking:

Writing assistant to A-list Hollywood screenwriter; original screenplays registered with the Writers Guild of America; produced/directed original short films.

Education

Bachelor of Arts: **McGill University**, Montreal, Quebec.

Foreign Exchange Student: **King's College**, Taunton, England.

High School Diploma: **The Gunnery**, Washington, CT.