

# Hilary Cousins

creative director / writer / communications consultant

## Profile

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Creative communications professional with over 17 years experience working on business-to-business marketing and internal corporate communications. Created and contributed to experiential marketing events and brand campaigns that have delivered results for clients.

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

## Clients & Agencies

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### Corporate Clients:

Pfizer, IBM, Citibank, Canon, Ortho Biotech, GlaxoSmithKline, L'Oreal, Amway Global, PricewaterhouseCoopers, Novartis, Hannover Life, Staples, sanofi-aventis, Mead Johnson, Prudential, Adolor, Xerox, Eisai, Arby's, AstraZeneca, Bristol-Myers Squibb, New York State Dept. of Social Services, Aveda, Communication Devices Inc., MasterCard.

### Creative Communications Agencies:

MJM Creative Services, ProActive, Freeman, AMCI Global, Jack Morton, CooperKatz & Co, Caribiner, PGI, Nocturnal Films, Stage America, Hill & Knowlton.

## Professional Experience

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### Communications:

Strategic communications; brand messaging & positioning; white papers; marketing plans; corporate vision & values; senior executive communiqués; corporate storytelling; internal employee communications; consumer advocacy campaigns.

### Applications and Events:

New-business development proposals; live stand-up pitches; product launch meetings; leadership forums; trade show/exhibitions; national sales meetings; all types of video & multimedia production; training events; award shows/banquets; satellite broadcasts; web sites; print brochures & newsletters.

### Creative Elements Developed (sample):

Brand logos and taglines; "live" revues with singers, comedians, magicians; entertaining parodies of such shows as *The Apprentice*, *Heroes*, *ESPN Sports Center*, *Tool Time*, *Twilight Zone*; graphic direction and copy for trade show booths; simulated Broadcast News/Anchor programs; audience response Game Shows; award show parallels of *Academy Awards*, *Grammys*, etc.. Sales training role-play scenarios.

### Executive Speechwriting Credits (sample):

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

## Professional Capabilities

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### **Creative Direction / Development:**

Brand messaging and visual identity; creative concept & strategy; event themeing; multi-media elements; direct and collaborate with graphic designers and other artists.

### **Writing:**

Creative treatments; proposals; presentation outlines; executive speeches; talking points; copy writing for print and web; organizing content for PowerPoint; write PPT Speaker Notes.

### **Presentation Directing & Coaching:**

Staging and directing of talent and presenters for live events and video; Executive speech coaching; TelePrompTer coaching; on-site/on-stage rehearsals.

### **Video Production:**

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

## Related Experience

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### **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

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

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

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

One Year of International Primary School: *Ecole Français*, Jerusalem, Israel.

## Contact

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