

Silver L. Hogue
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A seasoned marketing and public relations professional with a proven 14-year track record in communications, event coordination, journalism and social media management.

PROFESSIONAL EXPERIENCE

Denny's, Irving, TX, Brand Communications Manager, Nov. 2022 - Present

- Develop and write a wide range of content, including press releases, media briefing documents, brand stories, presentations, employee communication, and thought leadership pieces
- Built LinkedIn strategies for our corporate, CEO, and President's pages, in addition to managing the content calendars, shaping brand storytelling through content development, and executing daily posts
- Worked with local marketing teams to develop and execute a custom PR strategy for the year
- Manage media relationships and collaborate with external agency partners to drive media coverage
- Develop and manage relationships with local and trade media reporters to raise awareness and secure earned placements for corporate social responsibility programs and local activations in various markets
- Support the management of crisis communications

HCK2 Partners, Dallas, TX, Account Supervisor, PR + Content, Dec. 2020 – Nov. 2022

- Leading the development and execution of strategic PR and social media campaigns that fulfill our clients' objectives
- Serving as the trusted advisor and primary client contact on day-to-day development and implementation of PR, social media and thought leadership campaigns for key B2B and B2C accounts, as well as leading the day-to-day work of several account teams
- Providing copy writing, brand blueprint and messaging support to aid clients' wider marketing objectives
- Analyzing PR coverage and social media analytics to ensure we're moving the needle for clients on a weekly, monthly and annual basis

VOLK Public Relations, Dallas, TX, Senior Publicist, Feb. 2019 – Nov. 2020

- Responsible for leading media relations and client services relations for local DFW accounts including The Plaza at Preston Center, Local Favorite Restaurant Group, Elizabeth W Boutique, Dear Clark Hair Studio, Scott + Cooner, Sprinkles, Kid Biz and others
- Create and own detailed monthly and annual reports for all clients and actively steer new business acquisitions, proposals and presentations
- Provide social media content and management for VOLK PR, and social media direction for all clients including; booking podcast interviews, creating video content, and arranging cross-promotional opportunities

Modtown Realty, Dallas, TX, Marketing Director, Feb. 2017 – Feb. 2019

- Directed a five-person creative and sales team, consisting of two Sales Managers, Digital Marketing Manager, Social Media Manager, and Transaction Coordinator for Modtown Realty for two years
- Implemented a CRM via Hubspot that increased productivity, improved executive sales pipelines, streamlined marketing efforts, optimized target audiences and potential client identification, and enabled real-time reporting
- Created an internal inbound marketing strategy program in order to attract new customers and help them build trust with Modtown
- Provided oversight for the Modtown internal rebranding, which included drafting and implementing a brand blueprint to ensure cohesive messaging across all platforms
- Improved overall marketing and recruitment efforts for Modtown, which resulted in a 60% increase in new agents by the end of 2017
- Managed agent on-boarding process by creating on-boarding marketing materials, external listing presentations, pre-listing packets, signage and other pertinent branding materials
- Created six-month marketing plans to keep agents on track with yearly production goals
- Presented monthly marketing reports to track Modtown employee quarterly goals and performance metrics
- Created monthly email marketing campaigns, "Blue Couch Sessions" and other lifestyle videos highlighting new agents, properties and happenings each month to be shared on social media platforms
- Hosted monthly training sessions with agents to discuss new marketing practices, identify goals and keep team on track

MCA Public Relations, Dallas, TX, Senior Account Executive, Aug. 2015 – Jan. 2017

- Responsible for client service and media relations for accounts including Aimbridge Hospitality, Capital One Bank, Cancer Treatment Centers of America, The Statler Hotel & Residences and Hard Rock Café Dallas
- Provided writing and creative assistance on other accounts such as Shake Shack, PDQ, Savor Gastropub and The Union
- Pitched and coordinated interviews with national and local print, broadcast and online media
- Created, delivered, and managed social media calendars for various clients

Vivanti Group, Dallas, TX, Account Executive, Aug. 2011 – June 2015

- Provided client services and media relations for Mockingbird Station, the City of Addison and Madison Marquette
- Created and implemented event programming for The Station's four seasonal campaigns, in collaboration with Matchbox Studio, and managed social media calendars and digital strategy for The Station and the City of Addison
- Oversaw the redevelopment of The Station's website and provided copywriting for print and digital materials

OTHER EXPERIENCE:

Legal Hospice of Texas (Freelance, July 2022 – Present)

Jackson Public Relations (Part-time, Feb. – April 2019)

AT&T Performing Arts Center (2009-2011)

D Magazine (2007-2009)

Tucker & Associates (Freelance)

Janet Kafka & Associates (Freelance)

Advocate Magazine (Freelance)

INTERNSHIPS/ACTIVITIES

- Member, Dallas Junior League
- Member, Wilkinson Center Young Friends
- Member, Social Media Club of Dallas
- Member, PRSA Dallas
- Volunteer, Alzheimer's Association
- Intern, Justine Magazine
- Intern, D Magazine, D Weddings
- Assistant, The Commercial Appeal
- College Reporter, The University Star

OTHER

Software Proficiency

- MS Office Suite, Adobe Design, BurellesLuce, Cision, WordPress, Placester, Rezora, Access, all social media platforms and dashboards including Loomly, Hootsuite and Tweetdeck, HubSpot CRM, Google AdWords, Google Analytics

EDUCATION

Texas State University, BA – Journalism/Political Science, San Marcos, TX, Dec. 2005