
LAURA A. WILCOX

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(405) 694-1639
Oklahoma City, OK

EXPERIENCE

Oklahoma Health Care Authority Graphic Design Coordinator

02.2017–Present | Oklahoma City, OK

OHCA is a state agency administering Medicaid services to one million Oklahomans.

- »Establish and enforce brand standards for a 600-person agency
- »Supervise all creative marketing projects across integrated media
- »Increased Facebook engagement by 114 percent in 10 months through custom visual content, interactive images and shareable infographics
- »Analyze campaign effectiveness through surveys and written reports
- »Design and produce \$85,000 worth of in-house publications annually
- »Build rapport with agency leadership and offer informed brand counsel
- »Lead agency-wide educational trainings on various marketing topics
- »Pioneered the first internship program within the communications unit

Jones PR Assistant Creative Director, Account Coordinator

02.2015–02.2017 | Oklahoma City, OK

Jones PR is a global integrated media agency based in Oklahoma.

- »Reached more than 100,000 individuals as a PR Daily guest blogger
- »Wrote and edited high-quality content for publication, including press releases, social media content, web copy and SEO-driven blog posts
- »Developed and executed strategic communications plans for 40 clients
- »Fostered interpersonal skills through collaborative work environment
- »Demonstrated success juggling multiple tasks and working under deadline
- »Received legal training on copyright and trademark best practices

Award-Winning Author and Blogger

10.2014–Present

Voted Oklahoma City's "Best Writer" for the *Renegade Series*.

- »Authored and self-published a young adult science fiction series

Sam Noble Oklahoma Museum of Natural History Publications & Promotions Specialist, Intern

02.2013–11.2014 | Norman, OK

The Sam Noble Museum is Oklahoma's official natural history museum.

- »Managed all social media accounts and increased Facebook engagement by 37.7 percent in 14 months
- »Presented on content-driven marketing at national conference
- »Lead writer and layout editor for award-winning monthly newsletter
- »Upheld and enforced the University of Oklahoma brand standards
- »Generated strategic messaging for multiple channels of communications
- »Wrote weekly feature stories for publication, including National Geographic

EDUCATION

Major: Public Relations
Minors: English Writing,
International Studies
GPA: 3.8 | Summa cum laude
University of Oklahoma, Norman
2010–2014

HONORS

Best Author/Writer
405 Magazine
2016

Best Media Pitch Award
Verizon Wireless
2015

Six Local ADDY Awards
2015-2016

30 Under 30 Flagship Retreat
NextGen
2016

WordPress Freshly Pressed Award
2014

President's Community Scholars
University of Oklahoma
2010-2011

ACTIVITIES

Myriad Gardens Avant Gardeners
Secretary
2015-2017

Oklahoma Humane Society
Foster and Volunteer
2015-Present

Kappa Tau Alpha Honor Society
2014-Present

Lindsey + Asp Co-Account Lead
2013-2014

SKILLS

- »Adobe Creative Suite
- »AP Style
- »Microsoft Office Suite
- »Professional Photography