• 517-355-5059 (office) • hillsc@msu.edu

Carla J. Hills

Relevant Skills	Strategic planning and implementation of major project initiatives
	Planning and monitoring project budgets
	Hiring and supervising employees
	Writing, editing, and publishing, including press releases, web content, talking points, media kits, and news articles
	Identifying, articulating, and implementing public relations, marketing and communications feature materials and media stories for print, radio, and television markets
	Responding rapidly to developing situations, as required for special events and breaking news
	Working with large teams, such as University Outreach & Engagement's Communication and Information Technologies division, and MSU University Relations, for writing, editing, media strategy, and marketing and communications plans
	Leadership for event planning, including conferences, colloquiums, public forums, speeches, and special events
	Computer proficiency including Microsoft Word and Excel
	Public speaking, including conference and workshop presentations
	Marketing, including research analysis, audience identification, message development, and project implementation

Work History

January 2003 - Present

Public Relations Assistant, Office of University Outreach & Engagement, Michigan State University East Lansing, Michigan

Plan and implement communications visibility for the unit, and divisions within the unit, including press releases, media advisories, media kits, talking points and other related communications pieces; liaison with *Campus Communicators organization and University Relations; chair of* Marketing and PR Team for Communications and Information *Technologies division of UO&E; write text, talking points and related* materials for conferences, meetings, and professional events for UO&E and campus-wide requests; research and identify information related to UO&E communications reports; plan, write, and recruit news articles for *UO&E* web site; project leader for Capable Communities special event, including meeting planning, program planning, media kits, and media communications; media communications project leader for Usability & Accessibility Conference, including media kits, talking points, photography, press releases, event scripts, and press relations; media communications project leader for 4th Annual Kick-Off Event of the Michigan State University and Catholic Social Services/St. Vincent's Home for Children Child Welfare Learning Collaborative; media communications project leader for UO&E University-Community Partnerships Advancing Knowledge, Transforming Lives Network special event; created, developed and implemented internal communications and marketing plan for effective UO&E communications, public relations, and marketing efforts; member of Marketing Team for the Usability & Accessibility Center at MSU, including press releases, news articles, creation of a three-year marketing plan, and implementation of marketing and public relations tasks; assist in legislative strategy, constituent issue awareness, and current public policy issue analysis as pertains to the *Office of University Outreach & Engagement and Michigan State* University.

1998-2001

Treasurer, Governor's Leadership Fund Lansing, Michigan

Official treasurer listed with the Federal Elections Commission and the Michigan Secretary of State Campaign Finance Office; responsible for authorizing and monitoring contributions and expenditures for two independent political action committees and one campaign committee authorized to accept and disperse monies at the direction of the Governor; legally responsible for the authenticity of required federal and state

	campaign finance reports submitted on quarterly, annual and bi-annual schedules; responsible for Michigan bank statements, check signing, and account balance reports. Reported to Governor John Engler.
1984-1989	<i>Director of Administration and Voter Programs,</i> Michigan Republican State Committee Lansing, Michigan
	Planned and implemented 1984, 1986, and 1988 voter identification programs; prepared and monitored multi-million dollar project budgets; hired and managed more than 500 temporary employees to complete over three million phone contacts with identified voters during three election cycles; managed two million voter database with identified and implemented strategies for state and local candidates and campaigns; planned and participated in communications events to present and inform candidates, campaign managers, and campaign staff regarding voter identification in state and local elections; directed administration of central staff, supervised clerical staff, monitored office and campaign year supplies. Reported to Spence Abraham, Chairman of the Michigan Republican Party.
1983-1985	<i>Manager of Caucus Services,</i> Michigan Senate Republican Office Lansing, Michigan
	Provided plans and implementation of special projects initiatives including conferences, events, and fundraising at the direction of the Michigan Senate Republican Caucus. Reported to Director of Caucus Services, Chairman of the Senate Republican Caucus and the Michigan Senate Majority Leader.
<u>Professional Appointments</u> 1991	Voter Identification Statewide Task Force, Governor's Appointee and Representative, Michigan Secretary of State, Bureau of Elections, Lansing, Michigan
	Responsible for representing the Governor's policy during Task Force analysis of current and pending voter election laws, including implementation of federal requirements, Michigan Secretary of State initiatives, and special interests by, among others, Michigan Townships Association, and Michigan Association of Counties. Voter Identification Statewide Task Force Report produced by Michigan Secretary of State and delivered to the Governor during Fall 1991.

Volunteer Experience	
1997-2001	School Directory, St. Thomas Aquinas School East Lansing, Michigan
	Compiled, edited, typed, designed, printed, and distributed 30-page booklet-style annual directory providing information about parish staff contacts, school administration and faculty listings, and school family and student listings.
Education	
1981	Bachelor of Arts, Journalism Central Michigan University, Mount Pleasant, Michigan
1977	Diploma, Marcellus High School Marcellus, Michigan
Professional Development	
Currently Enrolled	Integrated Marketing Communications the MSU Way Level 1 Certificate Program, MSU Human Resources, November 2004-March 2005
September 2004	ANGEL Group Training, MSU LCTTP Course
February 2003	<i>Grants and Related Resources: MSU Funding Center Guides</i> , LCTTP Course; research overview regarding available MSU Library sources and web site sources for private and government grants.
July 2003	<i>Sources of Marketing Information</i> , LCTTP Course on Information Research Skills; market research reports, demographic information, and trade publications research information presented.
July 2003	Applying for Private Foundation Grants, LCTTP Course on Information Research Skills; covered finding appropriate foundations to approach for funding, and how to prepare a proposal to a private foundation.
August 2003	<i>Writing Federal Grant Applications</i> , LCTTP Course on Information Research Skills; covered the basics of writing a federal grant application, once a funding source was identified.