



PROFESSIONAL EXPERIENCE

Hess Corporation – international exploration & production company

Communication Manager, Global Onshore (Houston, TX)

July 2013 – present

Responsible for internal and external communication strategies for the U.S. Onshore Assets reporting directly to the Vice President, Bakken, the company's largest asset and biggest investment worldwide. As a member of the leadership team, work directly with business and functional leaders to best implement goals in safety, efficiency, production, and regulatory compliance. Collaborate and leverage support from the global communication team on asset-driven projects. Accomplishments include:

- ◆ Leader of multi-disciplined team including operations, legal, land and external affairs to unitize leases in North Dakota, a project that has never been attempted by Hess and successful in the state only once. Requiring approval by 60 percent of the 3,000 royalty owners, the project is taking a unique, multi-layered approach to stakeholder engagement, government relations, well development planning and social responsibility investments. Plan includes building a community storefront to field questions, anonymous community polling, advertising campaign and targeted one-on-one interactions with top influencers.
- ◆ Project manager of major gas plant expansion celebration in Tioga, ND to recognize strategic accomplishment. Leveraged event to expand company influence among government agencies and policymakers. Led nearly 100 people from all levels of the company to organize event. Guests included the CEO, COO, Governor, U.S. Senator, public officials, media and employees. Delivered a dynamic production with 3D animations and videos that highlighted reductions to the environmental footprint and emphasized the long-term commitment to the region.
- ◆ Skilled and proven crisis response leader serving as PIO in several emergencies. Developed and delivered gatekeeper training for field workers and conducted crisis communication training for the local asset incident management teams. Media lead for corporate large-scale crisis drills. Successfully implemented new media call center and social media engagement practice.
- ◆ Developed leadership engagement strategy with the production teams in the field to better deliver messages, increase business goals alignment and improve employee morale/retention.
- ◆ Direct media program for U.S. assets and develop a proactive news strategy that includes government official involvement.
- ◆ Developed branding campaign for recruiting in North Dakota an area that has a highly competitive workforce. Proven results with record number of candidates applying for positions. Acted as lead for corporate communications department to interview for six open positions.

Total, S.A. – fourth largest oil and gas company worldwide

Corporate Communications Advisor (Houston, TX)

September 2011 – July 2013

Served as internal and external communications coordinator for Total's U.S. Refining and Chemicals branch. Developed strategies, campaigns, messaging and implemented the vision. Interacted regularly with community, government, media, industrial groups and customers as well as preparing executives, managers and other personnel in the delivery of the strategy. Accomplishments included:

- ◆ Multi-faceted internal communication strategies and implementation on challenging issues such as company-wide restructuring and a shift from traditional benefit packages. Solutions to high-exposure problems with rapid deadline issues solved regularly.
- ◆ Improved employee morale and participation in corporate initiatives through innovative communication methods, including a redesign of the antiquated U.S. intranet site and production of creative and energetic videos not previously used in corporate communications.
- ◆ Created a crisis communication plan integrating new technology, a community spending plan and a new organizational structure to effectively reach media outlets and stakeholders quickly.
- ◆ Developed and implemented U.S. philanthropic spending strategy with a \$760,000 budget to clearly align with sustainability goals of the business with a STEM focus and streamline promotional process. Features included increased employee participation through a new volunteer program, site impact analysis and alignment with global directives.
- ◆ Planning and management of successful high-level events with the company's top executives and customers to ensure key messages coordinated with the company's strategy.

SKILLS

Executive coaching

Public speaking

Project
management

Speech writing

NIMS-certified
Public Information
Officer

Page design

Video editing &
scripting

Advertising

Web design

Photography

Fluent Spanish

AP stylebook
proficiency

DDI Targeted
Selection Interview
Trainer Certified

MEMBERSHIP

Press Club of
Southeast Texas

Public Relations
Society of Americas

Houston Association
of Hispanic Media
Professionals

Senior Communications Specialist (Port Arthur, TX)

June 2008 – September 2011

Supervisory role over staff of four and management of \$500,000 budget (plus \$200,000 personnel oversight). Included coordination of internal and external messaging for the Port Arthur Refinery as well as its \$2.8 billion expansion project. After never having a communications department onsite, position involved department development from the ground level. In-house staff produced photography, promotions, video filming and editing, page design, writing, advertising, marketing, and high-level speech writing.

Responsible for consistent/effective executive messaging, the role required cooperation with all management levels and international executives. Served as spokesperson/community representative with industry groups, media and local to national government officials. Accomplishments included:

- ◆ Event manager - Refinery Expansion Project Inauguration Event. Responsible for concept, planning and execution with oversight of more than 85 people of all areas in the organization. Delivered six high levels events in 24 hours that included transforming a basketball arena into a luxury IMAX experience with an award-winning 3D video. More than 700 guests attended, ranging from international executives, government officials and refinery workers. Event also included a press conference and commemorative memorial unveiling.
- ◆ Editor-in-chief of a color, 150-page, award-winning commemorative book chronicling the facility's expansion project requiring intricate knowledge of technical details and design.
- ◆ Fostered positive media relations through regular interaction with trade and local press. Developed a "Media Day" during which refinery management hosted journalists to educate them about industry. Resulted in more accurate reporting and built a stronger relationship between the company and journalists.
- ◆ Developed and executed a number of communication campaigns resulting in record participation rates and measured retention success such as a campaign during an economic shutdown of the refinery and environmental compliance issues.
- ◆ Organized a 150-member contingent to represent Southeast Texas at Austin legislative lobbying event. Representative at Port Arthur Industrial Group and Industry of Southeast Texas.

Texas Department of Transportation

Public Information Specialist (Beaumont, TX)

February 2007 – June 2008

With both an external and internal communication emphasis, the job included a heavy writing, design and public speaking focus and management of an \$80,000 budget. Accomplishments included:

- ◆ Fostered solid media relationships to increase positive coverage by pitching unique human interest and business interest stories as well as served as spokesperson.
- ◆ As Adopt-a-Highway Coordinator, managed eight staffers for the multi-county area. Organized and promoted the Texas Trash-Off with 400 volunteers in the one-day affair.
- ◆ Developed an anti-litter educational campaign with "Don't Mess with Texas" mission by partnering with a university theater program to create a puppet show to best connect with elementary schools (reached 2,000 students in eight months).
- ◆ Organized, led and served as the spokesperson for the first "Southeast Texas Recycling Summit" with multiple government agencies and business partnerships collecting a record amount – 15,000 pounds of recyclable goods in one day (an endeavor recognized by the Governor's Office).
- ◆ Increased morale and internal communications by producing a monthly 12-24 page newsletter, redesigning intranet and developed numerous "viral" videos to promote department initiatives.

VOLUNTEER WORK

Press Club of Southeast Texas – media and public relations organization

Vice President, Programs & Special Events (Beaumont, TX)

2010

Doubled attendance at the monthly meetings using social media, email and flyers and booking effective guest speakers. Coordinated annual banquet fundraiser, secured record amount of sponsorship funds.

EDUCATION

Texas State University – Bachelor of Arts

Mass communication (print journalism emphasis, business minor)

- ◆ Salutation speaker at graduation commencement ceremony to audience of about 5,000.
- ◆ Awarded outstanding graduate in print journalism sequence.

RELATED

The Beaumont Enterprise

City hall reporter, page designer, copy editor (2006-2007)

The Tico Times

Weekend editor for Central American newspaper. Supervised staff of 50. (2003-2005)

San Antonio Express-News

Reporter covering general news and business (1997-2000)

Boston Globe

Washington DC bureau reporter co-op on national desk (2000)

Houston Chronicle

Business reporter co-op on oil and gas industry, small business (1999)

Raleigh News & Observer

Copy editor on business and news desks (1998)

First place

Corporate video, Press Club of Southeast Texas (2012)

Second place

Special events materials, Press Club of Southeast Texas (2012)

REFERENCES

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PORTFOLIO

Full portfolio is available with video clips, interviews, writing samples, design samples, event clips and more. Samples are also available online (on a website fully designed and created by myself) at www.jenniferwalsh-pr.com.