

LAURA WILCOX

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Entrepreneurial, award-winning and published digital communications leader excelling at delivering bold campaigns that capture audiences, drive revenue growth and promote optimal outcomes for 10+ years. Proven success crafting and managing corporate communications and creative roadmaps. Unique background blend comprised of outstanding design talents and refined business leadership abilities. Unafraid of taking calculated creative risks without sacrificing return on investment (ROI) or brand reputation.

Core Skills: Strategic Communications, Graphic Design, Technical Writing, Social Media Marketing, Advertising, Event Planning, Data Analysis, Search Engine Optimization (SEO), Marketing Strategy, Campaign Management, Team Leadership, Process Improvement

"Laura is one of the most creative and clever individuals I have ever met. Her creative talents of copywriting and graphic design make her a powerful force in the PR and marketing field. She is a quick learner that strives to be the best at whatever she does."

SELECTED HIGHLIGHTS

- Designed ADDY-winning tax amnesty campaign that drove \$104M in added revenue, exceeding client's critical goal.
- Partnered with Fortune 500 enterprises like Dunkin, Uber and Verizon to interpret and employ legacy brand standards.
- Spearheaded \$750K ad campaign yielding more than 300,000 enrollments in only 12 weeks.
- Outstanding creative talents demonstrated by results in design-driven roles, record of achievement as Lead Designer at Prim Paper Company and success in freelance graphic design work (laurawilcoxdesign.com).

PROFESSIONAL EXPERIENCE

SENIOR DIRECTOR OF COMMUNICATIONS • Oklahoma Health Care Authority (OHCA) 1/2023 – Present

Lead a cross-functional team of seven to elevate KPIs while building essential toolkits and solutions to achieve vital agency goals. Promoted due to outstanding performance and leadership to develop and execute strategic communications roadmap.

- Orchestrated marketing campaigns reaching 1.3M members, leading production and launch efforts throughout.
- Leveraged \$1.2M budget for portfolio of 180 monthly project requests.
- Co-authored a communication stakeholder toolkit upheld as the national model.
- Boosted enrollments by 135% through targeted SMS text campaign.
- Saved 30% of total contract cost by discovering and mitigating thousands in excess vendor fees.

DIRECTOR OF CREATIVE SERVICES • Oklahoma Health Care Authority (OHCA) 1/2022 – 1/2023

Chosen to oversee creative services, building novel campaigns and digital assets while leading a dynamic team of junior creatives. Presided over production of all print and digital assets, ensuring excellence from concept to delivery.

- Spearheaded \$750K ad campaign yielding more than 300,000 enrollments in only 12 weeks.
- Slashed creative licensing fees by 78% via stock resource consolidation.
- Secured \$500K in advertising grants by cultivating and nurturing key partnerships locally and nationwide.
- Handpicked to prepare presentation for a Gov. Stitt White House meeting amid the pandemic.
- Elevated direct reports' job satisfaction levels by 50% after only six months on the job.

SENIOR GRAPHIC DESIGNER • Oklahoma Health Care Authority (OHCA) 2/2017 – 1/2022

Devised and instituted brand standards for an agency with 500 staff.

- Drove 114% and 40% engagement increases for Facebook and Twitter, respectively.
- Founded agency's communications internship program to foster and develop talent.

Professional experience continued...

- Reached more than 300,000 government professionals as a GovLoop featured guest blogger ([See it here](#)).
- Crafted annual reports, digital media graphics/images, flyers and other collateral for distribution.

ASSISTANT CREATIVE DIRECTOR • Jones PR

2/2016 – 2/2017

Coordinated story ideas, messaging and creative content through strategic campaigns for a client portfolio of 40+, including name brands like Dunkin Donuts, Uber and Verizon.

- Partnered with Fortune 500 enterprises to interpret and employ legacy brand standards.
- Exceeded client revenue goals by \$104M via ADDY-winning tax amnesty campaign.
- Oversaw and mentored in-house team and external vendors to deliver high-caliber work in a demanding environment.
- Organized events with up to 2,000 guests for client promotions.

ACCOUNT COORDINATOR • Jones PR

2/2015 – 2/2016

Trusted to manage accounts at the heart of business growth, ensuring effective communications and PR excellence.

- Reached more than 600,000 communications professionals as a guest blogger for PR Daily.
- Obtained national media placements with FOX, ABC and NBC, among others.
- Created newsletters, email blasts, print publications, social media, video scripts and websites for clients.

EDUCATION AND CREDENTIALS

BACHELOR OF ARTS (BA) IN JOURNALISM (SUMMA CUM LAUDE) • University of Oklahoma, 2014

PROJECT MANAGEMENT CERTIFICATION • Oklahoma State University, 2024

LEADERSHIP DEVELOPMENT

OWNER AND LEAD DESIGNER • Prim Paper Co.

2016 – Present

- Garnered 10,000+ monthly Instagram engagements through skilled content creation.
- Boosted Google website visits by 68% through SEO-driven blogging.
- Awarded the Knot's "Best of Weddings" for three years running for exceptional customer service.
- Drove sales lead increase by 17% in six weeks using a targeted Instagram campaign.
- Published internationally by Wedding Chicks, Junebug Weddings and Aisle Society.

FREELANCE BRAND STRATEGIST • Laura Wilcox Design (www.laurawilcoxdesign.com)

2015 – Present

- Curating cohesive, multifaceted visual identities for businesses that empower clients to raise profits, expand client base, etc.

AWARDS

UPPERCASE AWARD • PRSA Oklahoma City (2024)

COMMUNICATIONS TEAM OF THE YEAR • PRSA Oklahoma City (2022)

BEST EDUCATIONAL CAMPAIGN • National Association of Government Communicators (2022)

UNDER 30 AWARD • Nextgen Oklahoma (2018)

FEATURED GUEST BLOGGER • PR Daily (2016)

VOTED BEST WRITER • 405 Magazine (2016)

ADDY AWARDS (x6) • Oklahoma City Ad Club (2015-2016)

COMMUNITY INVOLVEMENT

FOSTER VOLUNTEER • Central Oklahoma Human Society

HONORARY JUDGE • National Association of Government Communicators Awards, Champions of Health Awards