

# RAQUEL S. FILIPEK

VP, Corporate Communications | Global Consumer Communications Strategy | Advisor to Senior Leadership |  
Orlando (Florida) Metro Area | [raquelfilipek.com](http://raquelfilipek.com) | [LinkedIn](#)

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## EXECUTIVE PROFILE

Enterprise communications executive with 25+ years of experience leading global brand, content and consumer communication strategies for complex, high-growth organizations. Proven track record of scaling communications infrastructure, driving digital transformation and delivering measurable engagement across audiences exceeding 720,000+ globally.

Trusted advisor to senior leaders, with expertise in crisis communications, multilingual strategy and content ecosystems. Known for building and scaling modern communications functions, driving digital transformation and delivering impact through data-driven strategy, operational efficiency and integrated content ecosystems.

## CORE CAPABILITIES

- Corporate Communications Strategy
- Global Content & Editorial Leadership
- Digital Transformation & Cost Optimization
- Crisis & Issues Management
- Senior Leadership Advisory & Executive Messaging
- Multilingual Communications Oversight & Bilingual (English & Spanish)
- Team Leadership & Agency Management
- Performance Analytics & Engagement Strategy

## PROFESSIONAL EXPERIENCE

### Hilton Grand Vacations — Orlando, FL

**Vice President, Consumer Communications & Editor-in-Chief (2024–Present)**

**Senior Director/Director, Corporate Communications (2018–2024)**

*Scope: Global communications leadership supporting 720,000+ members, \$1M+ budget, cross-functional enterprise initiatives and C-suite advisory*

- Set and execute global consumer communications strategy, partnering with senior leadership to advance enterprise priorities across 30+ business areas, delivering 500+ integrated initiatives annually to support 720K+ members across digital, print, video and social channels
- Serve as a trusted advisor to senior leadership, shaping executive messaging, crisis response and communications strategy
- Oversee a \$1M+ budget, managing external agency partners, consultants and internal teams delivering integrated, multilingual and omnichannel communications
- Supported organizational growth through two major acquisitions by integrating member-facing communications across newly combined teams and audiences
- Align communications strategy across business units to advance enterprise priorities, drive cross-functional execution and ensure consistency across global markets
- Led digital transformation of flagship publications, reducing costs by 50%+ while modernizing content delivery and driving global engagement
- Implemented performance analytics and global localization strategies to optimize content, improve engagement metrics and ensure brand consistency across languages and markets

## **AAA National — Heathrow, FL**

### **Director, Corporate Communications (2018)**

- Directed corporate content and communication strategies across 10+ owned media channels supporting national campaigns
- Led development of integrated B2B, B2C and internal communications, including executive messaging and performance reporting
- Oversaw editorial strategy for national publications and employee communication platforms
- Managed cross-functional teams and creative resources to deliver high-impact campaigns

## **Visit Orlando — Orlando, FL**

### **Director of Consumer Content (2017–2018)**

- Led global B2C content strategy promoting Orlando as a top destination across digital platforms
- Developed and implemented the organization's first content and social media strategies and performance tracking system
- Oversaw multi-channel content production, including blogs, social campaigns and email marketing

## **CNL Financial Group — Orlando, FL**

### **Senior Marketing Manager (2013–2017)**

- Led editorial strategy, producing 200+ pieces of content annually and driving engagement across digital platforms, including email campaigns, online content, articles and white papers, and social media posts
- Increased email performance through A/B testing, achieving 30% uplift in click-through rates
- Built and scaled content programs supporting financial services education and advisor engagement

## **Earlier Career: The Institute of Internal Auditors (2005–2013) | The Nature Conservancy (1999–2005)**

Progressive leadership roles in global communications, editorial strategy and content development, delivering measurable growth in engagement, subscriptions and brand visibility.

## **EDUCATION & CERTIFICATIONS**

- M.A., Communication — University of Central Florida (4.0 GPA)
- B.A., Communication & Anthropology — UCF (Summa Cum Laude, 4.0 GPA)
- Accredited Business Communicator (ABC)
- Project Management Professional (PMP)

## **BOARD & INDUSTRY LEADERSHIP**

- Florida Magazine Association — Board Member
- Former Board Member, International Association of Business Communicators (IABC)

## **TOOLS & PLATFORMS**

**Enterprise Platforms:** CRM, marketing automation, analytics and content management and project management systems (led through teams)

## **AWARDS**

- 15× MarCom Award (2025)
- 40+ Charlie Awards winner (2020–2025)
- 10× Eddie & Ozzie Awards winner (2021–2025)
- ARDA Awards winner (2021–2022; *Multiple categories*)
- **Internal Leadership Awards:** *Pillar Award* (for brand-forward communications), *Teamwork Cupola* (organizational impact and program leadership) and *President's Award* (2-time recipient for advancing the organization's mission)