

# Raquel S. Filipek



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## ABOUT ME

Award-winning professional with more than 25 years of experience helping organizations engage target audiences with corporate brands through integrated content and communication strategies aligned to meet key business goals. My extensive career features expertise in the areas of:

- **Editorial Direction** for blogs, social channels, videos, print/digital magazines, email newsletters, marketing campaigns and SEO-driven content.
- **Corporate Communications**, including strategic planning, program creation, events management, and branding and creative project oversight.
- **Team Oversight**, including project managers, editors, copywriters, graphic designers, multimedia producers, freelancers and creative agencies.
- **Project Management** of editorial and communication plans, creative collateral, website updates and translation programs. I am fluent in both English and Spanish in all areas — reading, speaking and writing.

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## WORK EXPERIENCE

**Hilton Grand Vacations**, Orlando, Fla.

**Vice President, Corporate Communications & Editor-in-Chief** (2/24 to present)

*Previous Roles: Senior Director, Consumer Communications (8/21 to 2/24) & Director, Corporate Communications (9/18–8/21)*

- Responsible for communication strategies, including oversight of 1,000+ requests yearly, to educate timeshare owners and guests, while serving as lead editor of global, B2C messages. Communications are distributed via email, video, print and digital channels, and feature newsletters, campaign emails, web resort updates, social media posts, assessment/collection letters, scripts and talking points.
- Manage the translation program for all owner communications, including quality assurance efforts, to ensure branding standards are met.
- Support C-level executives with talking points, consumer response emails, social media posts and video scripts.
- Serve as editor-in-chief of the Club Traveler Program, which consists of HGV's award-winning magazine and newsletter. Produced in English, French, Japanese and Spanish these publications are delivered to 500,000+ members worldwide.
- Created and manage a Performance Dashboard to identify content trends and engagement optimization opportunities for both publications.
- Oversee crisis and issues management efforts for owners and guests (FAQs, emails, website updates, phone scripts and letters).
- Spearheaded the transition of Club Traveler from a print publication to a fully immersive digital experience, featuring videos, photo galleries and interactive maps, all by decreasing yearly production costs by more than 50%.
- Manage 7 full-time employees, a third-party creative agency and a \$1 million production budget.

**AAA National**, Heathrow, Fla.

**Director, Corporate Communications** (2/18–8/18)

- Oversaw AAA's 10+ owned media channels, as well as digital, editorial and creative efforts supporting 30+ yearly earned media campaigns.
- Directed the creation of high-value and engaging B2B, B2E and B2C content, including videos, infographics, social media posts, website updates, email newsletters, performance reports and executive presentations.
- Served as editor-in-chief of two digital publications, including a B2B magazine and monthly employee newsletter, both distributed nationwide.
- Acted as lead communicator for the organization's AAA Cares initiative, an integrated corporate social responsibility and community relations program. During my tenure, I managed volunteer events serving 10+ local charities and culminating in 2,400+ volunteer hours.
- Led 7 full-time employees, including content, digital and creative managers, writers and graphic/multimedia designers.

**Visit Orlando**, Orlando, Fla.

**Director of Consumer Content** (6/17–2/18)

- Directed B2C content initiatives that promote Orlando as the No. 1 vacation destination across several owned-media platforms, including the organization's weekly leisure blog, 6 social media channels and 10 email newsletters distributed to source markets around the world.
- Led 2 full-time employees, external writers and freelance multimedia professionals who helped implement the organization's content strategy.
- Reviewed and oversaw the monthly distribution of 12+ new blogs and 170+ social media posts, including social engagement campaigns.
- Editor-in-chief responsible for writing and editorial standards, implementing SEO practices in all online content and optimizing content.
- Delivered Visit Orlando's first Social Media Channel Audit, created a Content Performance Tracker for the organization's Leisure Blog and designed a Consumer Content Strategy — the first of its kind since the organization's creation in 1984.

**CNL Financial Group, Orlando, Fla.****Senior Marketing Manager (7/13–4/17)**

- Oversaw the editorial strategy of CNL's education program, including the creation of blogs, articles, videos, white papers and webinars.
- Led the education program's content efforts by publishing 200+ pieces of content yearly via the CNL Securities' website and mobile app.
- Created, managed and produced The Advisor, a monthly e-newsletter sent to 5,000+ financial advisors with a yearly open rate of 20% to 30%. I also coordinated monthly A/B tests to optimize digital content, which led to a 30% uplift in email click-through rates.
- Managed CNL Securities' social media efforts on LinkedIn and Twitter, directing a LinkedIn campaign that beat industry benchmarks — our engagement rate was 0.79% (benchmark = 0.5%–0.7%) and our click-through rate was 0.69% (benchmark = 0.4%–0.6%).
- Supervised the department's content team, which consisted of 5 freelance writers, 4 external copy editors and 1 full-time direct report.
- Led quarterly meetings among various departments to ensure message and editorial alignment. I also created CNL's writing style guide.
- Founding member of CNL Learns, an educational program aimed at empowering employees through learning. I created the program's strategy and managed its educational calendar, which consisted of 8 new courses per calendar year.

**The Institute of Internal Auditors, Altamonte Springs, Fla.****Manager, Institute Communications (12/12–6/13), Content Development Manager (6/08–12/12) & Editor (4/05–6/08)**

- Oversaw communication and marketing efforts and led special projects supporting The IIA's 100+ affiliated institutes worldwide.
- Managed content for distribution on The IIA's global website and social media channels, and via digital and print publications.
- Led The IIA's Content Peer Group, providing a common ground for content managers to discuss planned work and leading practices.
- Directed more than 24 editorial projects per year examining the latest business trends on the internal audit profession worldwide.
- Spearheaded content production and marketing strategy efforts for the Pulse of the Profession Study, a bi-annual research initiative.
- Served as content manager for the organization's Audit Executive Center portal — a membership-only website for audit leaders.
- Led the entire editorial process for ITAudit, the organization's most profitable online publication, overseeing its two wireframe conversions.
- Developed growth initiatives for ITAudit, culminating in a 42% subscription increase and a new model to expand advertising opportunities.
- Recruited freelance writers, resulting in a 50% increase in content contributors during my 3-year tenure as editor for ITAudit.
- Coordinated the production lifecycles for approximately 100 editorial requests annually, totaling more than 2,700 pages per year.
- Wrote articles for The IIA's award-winning magazine, where I served as contributing and associate editor.

**The Nature Conservancy, Altamonte Springs, Fla.****Communications Coordinator (7/01–3/05) & Public Relations Coordinator (10/99–7/01)**

- Managed the production of all print collateral, including 3 quarterly newsletters, direct marketing pieces and presentations.
- Wrote and edited monthly articles for publication, including the organization's print magazine and global employee newsletter.
- Created the chapter's first digital, monthly newsletter featuring short articles, program updates, staff profiles and a Q&A section at \$0 cost.
- Coordinated production schedules with freelance writers, designers and vendors; hired and supervised department interns and volunteers.
- Maintained the chapter's 1,000+ illustrations and photos and created the chapter's first digital photo archive also at \$0 cost.
- Maximized chapter visibility through membership events and community outreach efforts, and by pitching stories to news outlets.
- Wrote and distributed news releases, media alerts and fact sheets to statewide media outlets.

**EDUCATION & PROFESSIONAL CERTIFICATIONS****University of Central Florida, Orlando, Fla.**

- **Master of Arts** in Communication • 4.0 GPA | **Bachelor of Arts** in Communication & Anthropology • 4.0 GPA (Summa Cum Laude) | **Accredited Business Communicator (ABC)** | **Project Management Professional (PMP)**

**SKILLS**

- **Advanced:** Microsoft Office; Associated Press Stylebook; Adobe Acrobat, InDesign & Photoshop; SharePoint; [Prezi](#); WordPress
- **Knowledgeable:** Chicago Manual of Style; Marketo; Salesforce; Google Analytics

**PROFESSIONAL ACTIVITIES & AWARDS**

- **Florida Magazine Association:** Board Member (2021 to Present) • Membership & Marketing Committee Chair (2022 to Present)
- **Project Management Institute:** Member & PMP certification (Sept. 2022)
- **IABC:** Board Member (2011–2015) & ABC designation (2013)
- **Awards:** **Charlie Awards** — 32-time winner (2020–2023), presented by the Florida Magazine Association for editorial and design excellence • **Eddies & Ozzies Awards** — 9-time recipient (2021–2023), presented by Folio for editorial and design excellence among U.S.-based publications • **ARDA Awards** — Digital Magazine (2022), Newsletter (2021), Digital Products (2021) and External Communications Team (2021) • **Pillar Award** — recognized for bringing HGV's brand forward through engaging communications programs • **Teamwork Cupola** — awarded for launching CNL's first employee education program • **President's Award** — presented twice for advancing The IIA's mission