

ar·tic·u·late

Christine H. Hoek, APR, MA
Principal

Articulate Communications was established in February 2001 following 9 years of public relations and advertising agency experience.

My communications background includes public relations counsel and account/project management related to research, strategic planning, media relations, employee communications, community relations, event planning, and business-to-business communications.

As a former partner and director of Straightline Public Relations in Grand Rapids, I was responsible for managing multiple accounts in a wide range of industries, including contract furniture, education, employment, government, health care, and a variety of nonprofit organizations. These accounts include Employment Traditions; Faith, Inc; Hanon McKendry Advertising; Trendway Corporation; Grand Rapids Streets and Sanitation Department; National Heritage Academies; and Turnstone, a Steelcase Company. In addition to account management, I was responsible for managing Agency growth through personnel and new business development.

Prior to joining Straightline, I was the former director of Aves Public Relations. Aves had heavy ties in the residential and contract furniture markets, as well as the publishing industry. I managed accounts for Health Care and Retirement Corporation (based in Toledo, Ohio); Vitae Publishing (Grand Rapids, Mich.); Tropitone Furniture Company (Irvine, Calif. and Sarasota, Fla.); Sligh Furniture Company (Holland, Mich.); The Veneman Collection (Irvine, Calif.); Marge Carson (Rosemead, Calif.); and Instant Interiors (Grand Rapids, Mich.)

My volunteer experience with non-profit and cause organizations includes Big Brothers and Big Sisters, The Multiple Sclerosis Society, Faith Inc., The Grand Rapids Children's Museum, and The Gerald R. Ford Museum.

I am a member of the Public Relations Society of America (PRSA) and have served on the board of directors. In June of 2002 I earned my national public relations accreditation. Additionally, I completed my Master of Arts in communications with an emphasis on crisis communication and superior-subordinate communications.

In 1999 I was awarded the Distinguished Practitioner of the Year Award from the West Michigan Chapter of PRSA. I also serve on the Ferris State University Applied Speech Communication Advisory Board. I am a past member of the American Association of University Women (AAUW) and the International Association of Business Communicators (IABC). In the last six years, my work has merited several awards including local Addys (3), Spectrum Awards (13), PRSA East Central District Awards (6), and a national Silver Anvil Award.

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communications to express ideas clearly