

PROFILE

I am a strategic-minded marketing and communications professional with 14 years' experience in B2C and B2B marketing, public relations, social media and journalism. As a respected team leader, organized project manager and seasoned editor, I boast the skills necessary to develop multi-platform communication plans that drive sales, increase engagement and boost brand recognition.

EXPERIENCE

PRINCIPAL

ABBY DEAN CREATIVE | AUG 2018 - PRESENT

- Lead namesake freelance business focused on content creation and brand development
- Offer a broad range of marketing services, including copywriting, editing, blogging, social media, email marketing, press releases and communication planning
- Collaborate with clients that span multiple industries, such as public relations, event planning, interior design, fashion and healthcare

MARKETING COMMUNICATIONS

ESSENCE DESIGNS | DEC 2016 - MAR 2018

- Developed and managed an internal communication plan that targeted 1,200+ retail partners across the globe
- Led the creation of copy for the company's four bridal brands, including content for websites, blogs, marketing materials, advertising campaigns, emails and conference presentations
- Consulted with retail partners to enhance their local marketing presence, from website content and SEO to Google Business profiles and social media
- Acted as the company's resident editor, ensuring all copy was grammatically correct and brand-consistent

MARKETING MANAGER

SILPADA DESIGNS | OCT 2015 - MAY 2016

- Led a Marketing Strategy Team in the planning and execution of marketing and communication plans, new product launches, promotional programs, consumer campaigns, brand messaging, PR and advertising
- Collaborated with Product Development and Sales Teams to maintain a robust calendar of consumer promotions
- Managed internal communication to 25,000+ sales representatives and external communication to 500,000+ customers across North America
- Led the strategy, user experience and content creation for new e-commerce website, making it mobile-responsive and brand-consistent; increased online sales by 60%
- Acted as key contributor to the debut of the company's first Accessories Collection and new customer loyalty program, which generated 14,000 members in the first six months
- Led cause-marketing efforts and nonprofit partnerships



ABBY DEAN

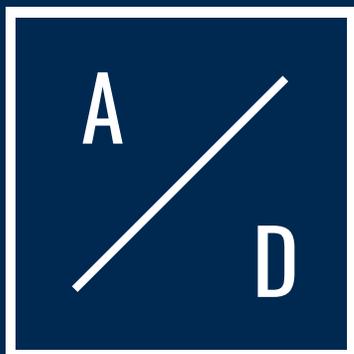
WRITER. EDITOR.
MARKETING PRO.

CONTACT

 13025 ALHAMBRA ST.
LEAWOOD, KS 66209

 651.235.3785

 ABBYDEANCREATIVE@GMAIL.COM



SKILLS & EXPERTISE

- Copywriting and editing
- Marketing strategies and promotional campaigns
- Website strategy, content development and SEO
- Public relations
- Email marketing
- Blogging
- Social media
- Adobe Creative Cloud
- Microsoft Office
- WordPress and DIVI Builder
- Squarespace
- Corporate communications
- Market research and competition analysis
- Brand development
- Conference presentations

EXPERIENCE (CONT.)

EXTERNAL COMMUNICATIONS SUPERVISOR

SILPADA DESIGNS | NOV 2013 - OCT 2015

- Promoted among peers to lead the External Communications Team, which created all copy and messaging for external marketing materials and PR
- Spearheaded seasonal catalogs, look books, gift guides, consumer emails, digital campaigns, social media, blogs, direct mail pieces, press releases and scripts for marketing and product videos

PROGRAM COMMUNICATIONS MANAGER

MID-AMERICA ARTS ALLIANCE | OCT 2010 - NOV 2013

- Developed and implemented a strategic communications plan
- Initiated new business by cultivating relationships with museums, libraries and universities
- Conceptualized and designed promotional campaigns from start to finish, including emails, social media and advertising
- Oversaw content of two program websites
- Developed social media plans for constituents

PUBLIC RELATIONS & MARKETING MANAGER

MARILLAC CENTER | MAR 2009 - OCT 2010

- Pioneered organization's first strategic marketing plan
- Wrote, designed and distributed print newsletter and launched monthly e-newsletter
- Promoted Marillac through press releases, advertisements, PSAs, networking events and print marketing collateral
- Launched social media presence on Facebook and Twitter
- Redesigned and managed agency website
- Coordinated special events and fundraisers, including Marillac's annual gala, Enchanted Evening
- Engaged prospective and current donors through fundraising campaigns and personalized tours

ASSOCIATE EDITOR

MPLS. ST. PAUL MAGAZINE | AUG 2006 - FEB 2009

- Wrote for the Lifestyle and Arts + Entertainment departments, including stories on health, beauty, fashion, art, music and local entrepreneurs
- Developed, wrote, edited and managed health and beauty sections on magazine's website
- Managed and edited online Shops guide, Weddings guide, Salons + Spas guide and IMP media player
- Contributed to *Style Parlor* blog and *StyleParlor.tv* video series

EDUCATION

BACHELOR OF JOURNALISM

EMPHASIS IN MAGAZINE

UNIVERSITY OF MISSOURI - COLUMBIA

2002 - 2006