



abby hathorn

creative. task-oriented. passionate.

EXPERIENCE

CREATIVE STRATEGIST AT ASCEND STRATEGY & DESIGN

MARCH 2022 - CURRENT

- Work alongside Chief Director on marketing campaigns, graphic design, and web projects
- Assist in website builds in HubSpot
- Create all creative assets for social media, digital ads, and billboards for assigned clients
- Copywriter of social media, digital ads, blogs, and website copy for assigned clients

INBOUND MARKETING SPECIALIST AT ASCEND STRATEGY & DESIGN

MARCH 2021 - MARCH 2022

- Work alongside the Chief Experience Officer to help generate client revenue growth through thoughtful strategy and HubSpot tools.
- Copywriter for social, blogs, ads, and emails for assigned clients
- Contributor to campaign briefs, creative strategy, and planning

MARKETING COORDINATOR AT THE AAM GROUP

JULY 2019 - MARCH 2021

- Acted as Social Media Manager and key administrator to company's social media marketing and advertising. Planning, brand awareness, online questions, and building online reputation.
- Created different types of content for AAM as well as agency clients
- Acted as a Brand Manager. Critical guardian of brand messaging and reputation in the industry-branding messages.
- On-screen talent for videos and worked with team to improve videos, assess quality of content, and make adjustments for constant improvement.
- Managed production of newsletters, postcards, and other printed marketing materials

INFLUENCER SPECIALIST AT CROWN LABORATORIES

NOVEMBER 2018 - JULY 2019

- planned and executed a Sesame Street partnership launch with influencers in Santa Monica, CA generating almost 6 million organic impressions and 79 organic placements.
- worked with influencers to create multi-platform social campaigns within specific budgets
- planned and executed influencer/brand events in the United States
- generated usable images from influencers to supply to social, digital and inbound
- assisted in social media copy and planning
- designed and ordered promotional materials for campaigns
- worked with design team to create mailers and inserts for mailing product
- designed and assembled mail-outs for influencers

ON-AIR NEWS REPORTER AT BRISTOL BROADCASTING

April 2018 - August 2018

- wrote, recorded, and edited local news pieces for WXBQ and WFHG

about me

I am a driven marketer with over six years of social media, blogging, & video experience. I have successfully planned and implemented a variety of marketing campaigns with big & small budgets. I strive for organic growth & believe brand storytelling is key to fabulous marketing. I love being creatively challenged & working with others.

skills

- Adobe Creative Suite
- Branding & Strategy
- Content Creation
- Copy-writing
- Social Media Ads
- HubSpot Certified

education




Northeast State
Community College



Emory & Henry
College

contact

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 www.abbyhathorn.com

references

SARAH ALEXANDER

Freelance Marketing and Social Content

(423)258-9969

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Relationship: former supervisor/Digital Marketing Manager at Crown Laboratories

JOSEPH ST. JOHN

Director of Business Development at The Kipper Group

(662)497-2914

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Relationship: former newspaper boss + mentor

ANDREW CHILDRESS

Divisional CFO at Flint Group

(423)736-3578

achildress91@gmail.com

Relationship: friend + worked on creative projects together

DR. TERESA KELLER

Retired Professor of Mass Communications at Emory & Henry College

(276)944-5212

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Relationship: former academic advisor and professor

DONNIE HURT

Marketing at AAM Group

(423)612-3371

Relationship: former colleague