



abby hathorn wyatt

creative. task-oriented. passionate.

about me

I am outgoing creative with a love of storytelling and thinking BIG! With 11 years of copywriting experience, six years of marketing, and four years of graphic design, I am always on the hunt for the next big win for clients and an iced coffee to keep the adventures going.

skills

- Adobe Creative Suite
- Branding & Strategy
- Graphic Design
- Copywriting
- HubSpot Certified

personality

Myers-Briggs: ENFJ

Enneagram: Type 6, The Loyalist

education



Northeast State
Community College



Emory & Henry
College

contact

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👉 www.abbyhathorn.com

CREATIVE & MARKETING DIRECTOR at CROSSPOINT CHURCH

{part time} September 2023 - CURRENT

- Manage the creation and release of all church communications
- Design advertisements, flyers, social media, and other graphics for church communication
- Manage, plan, and implement marketing for church and ministries

CREATIVE STRATEGIST at ASCEND STRATEGY & DESIGN

March 2021 - July 2023

- Developed creative strategies that align with campaign goals and client branding
- Assisted in website builds (UX) in HubSpot and WordPress
- Creator of copy and design assets for social media, digital ads, print material, websites, blogs, and billboards for assigned clients
- Developed mood boards for campaigns and projects
- Collaborated with marketing team to ensure creative strategies are executed successfully
- Aided in the development of creative team processes for internal growth, improvement, and project management

MARKETING COORDINATOR at THE AAM GROUP

July 2019 - March 2021

- Acted as Social Media Manager
- Lead the charge in project management and development for team
- Acted as a Brand Manager for not-for-profit and maintained reputation with partners
- 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 Sesame Street partnership launch with influencers in Santa Monica, CA generating almost 6 million organic impressions and 79 organic placements.
- Recruited influencers to create multi-platform social campaigns within specific budgets
- Executed influencer and brand events across the United States
- Generated assets from influencers to supply to social, digital, and inbound
- Established process and project management of influencer program

ON-AIR NEWS REPORTER at BRISTOL BROADCASTING

April - August 2018

- Wrote, recorded, and edited local news stories for WXBQ and WFHG