

portfolia

abby
hathorn
wyatt



about me

A small-town, Mississippi girl with big dreams, I started chasing a career in marketing and design at 16. It all began with a fashion blog—you know, back before being an Instagram influencer was even a thing. *wink* Still passionate about the power of style, I've taken my creative toolbox to the agency world to help businesses of all shapes and sizes achieve their design, marketing, website, and brand strategy dreams.

The success of Vintage Inspired Passionista motivated me to learn everything I could about content writing, social marketing, and graphic design—all while juggling getting my high school diploma. By 17, I was running my own site and social channels, building marketing strategies, expanding the business, and writing syndicated columns for local newspapers and magazines.

During my blogging career, I had the opportunity to interview fashion designers and celebrities like Ty Pennington, Matt Muenster, Donald J. Pliner, Ken Laurence, Betsey Johnson, Rebecca Minkoff, and others. From big-time celebs to small-town veterans, my passion for telling people's stories inspired my university studies and beyond.

After college, I had the opportunity to start my marketing career at Crown Laboratories as their Influencer Marketing Specialist. I not only helped successfully launch re-branded Blue Lizard Sunscreen products, but I also carried out themed sample boxes for influencers to share on social media channels and blogs.

Also while at Crown, I planned and executed a Sesame Street partnership launch party with influencers in Santa Monica, California, generating almost 6 million organic impressions and 79 organic placements. We later repeated this with a similar event in New York City.

My passion for storytelling and love of marketing motivated me to succeed and take on new challenges in the automotive aftermarket industry. Huge switch, I know. *wink* For two years, I worked at The AAM Group as their Marketing Coordinator where I handled social media across five channels, acted as the Market Research Analyst, Brand Manager, Social Media Manager, and video team co-lead.

In 2021, I took a leap of faith and left the traditional office for the fully-remote life with Ascend. After a year, I was promoted from Marketing Specialist to Creative Strategist.

In my spare time, I love working on home improvement projects with my husband, painting retro murals, growing daylilies, training for marathons, and spoiling my two Goldendoodles, Oakley and Patton.

A handwritten signature in black ink, reading "Abby Hatcher". The signature is fluid and cursive, with a large initial "A" and "H".

DESIGN

DESIGN

Graphic design is one of my specialties. Over the years, my skillset has grown, and I've found my niche: clean and modern graphics with unique typography and branding. From B2B to B2C, I have experience in designing print and digital materials that exceed client expectations.





Pallets FOR THE Planet

Building a greener supply chain together.

When you choose sustainable pallets for your supply chain, your business is helping to reduce negative impacts on the environment.

Join us in choosing #PalletsForThePlanet



Interested in buying or selling pallets?

48forty.com

12:37

You can make an impact too. Fill out our environmental impact calculator to see for yourself:

Pallets used/recycled/handled per year

7,000,000

See Environmental Impact

By using recycled instead of new pallets, this is equivalent to:

691,488
Trees Saved

145,089

SEE THE IMPACT YOUR COMPANY CAN MAKE.

Environmental Impact Calculator

48 FORTY SOLUTIONS

RECYCLED PALLET TYPES

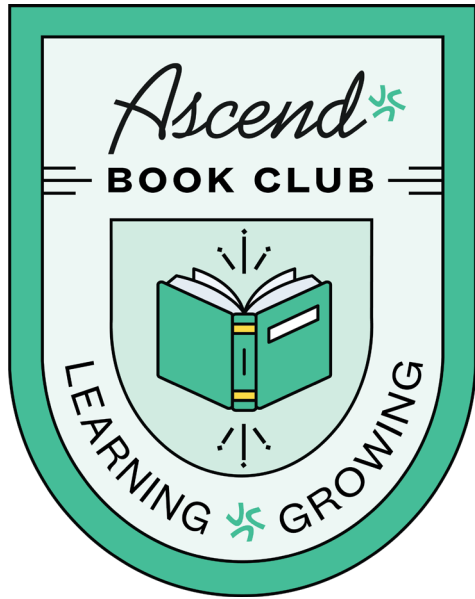
PREMIUM A GRADE	STANDARD A GRADE	STANDARD B GRADE
48X40 PREMIUM	48X40 STANDARD A	48X40 STANDARD B

48 FORTY SOLUTIONS

SAFETY MONTH SHARE IT

48 FORTY SOLUTIONS





LOGO

One of my growing specialties is logo design. Recently, I was tasked with designing a logo for Ascend Strategy & Design's employee book club. I took inspiration from fabric patches and vintage lines to create this logo.

CARDS

A premier product in the wine industry needed upscale, unique business cards that emphasized their brand colors and textures. I took a modern approach with the blocking and white space to showcase elegance and simplicity.



CUSTOM

In my spare time, I love to work on custom graphic design pieces. One of my specialties is retro lettering and calligraphy.



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The Impact of Cybercrime on Canadian Businesses



10 THINGS

You Can Do Today To Make Your Business More Secure



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“You guys are great people to work with, and that’s what we like. Caring for us and for our business.”

TOMMY PATEL, QUICK MART

CBC BANK
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MORTGAGE MONDAY

CBC BANK
Mortgage

Building Your Dream Home

Member **FDIC** EQUAL HOUSING LENDER

CBC BANK
COMMERCIAL BANKING COMPANY

Business Spotlight

Brooke & Charles White

WHITE WEDDINGS
BRIDAL

Customized solutions for your business.

CBC BANK
COMMERCIAL BANKING COMPANY

Member **FDIC** EQUAL HOUSING LENDER

National Homeownership Month

THERE'S NO PLACE LIKE home.

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CAMPAIGN

CAMPAIGNS

Throughout my marketing career, I've worked on many campaigns to help clients grow their engagement, website views, reach certain demographics, and much more. The following three are just a few of the most recent examples.



Dose Of Kindness

The goal of this campaign was to create an ongoing theme for SGMC to show appreciation for their essential employees. Started during the COVID-19 pandemic, Dose of Kindness started out as a way to recruit kind words of encouragement for nurses, doctors, and other staff. Stories are submitted by patients through a uniquely designed landing page.



IGNS



Dr. Leslie Lamptey

SGMC Hospitalist

- What we're seeing is a resurgence in the numbers.



Community Vaccine

The goal of this campaign for South Georgia Medical Center (SGMC) created COVID-19 vaccine confidence in their community through strategic video, email outreach, and social media. 5 videos on Facebook resulted in 112,891 people reached, 3,735 people engaged, and 57,452 video views. 4 emails sent to 1,833 community members earned a 28% average open rate.



Dr. Laura Guadiana Sanchez

SGMC Family Medicine

- I got the vaccine when I was pregnant.

Play video



Dr. Leon Smith

Valdosta Family Medicine

- Our practice sees patients of all ages

COVID AUG 2021 SMITH FINAL - captioned



Pallets for the Planet

The goal of this campaign was to share the importance of choosing sustainable pallets for your supply chain because your business can help to reduce negative impacts on the environment. Simple as that.

Building a greener supply chain together.

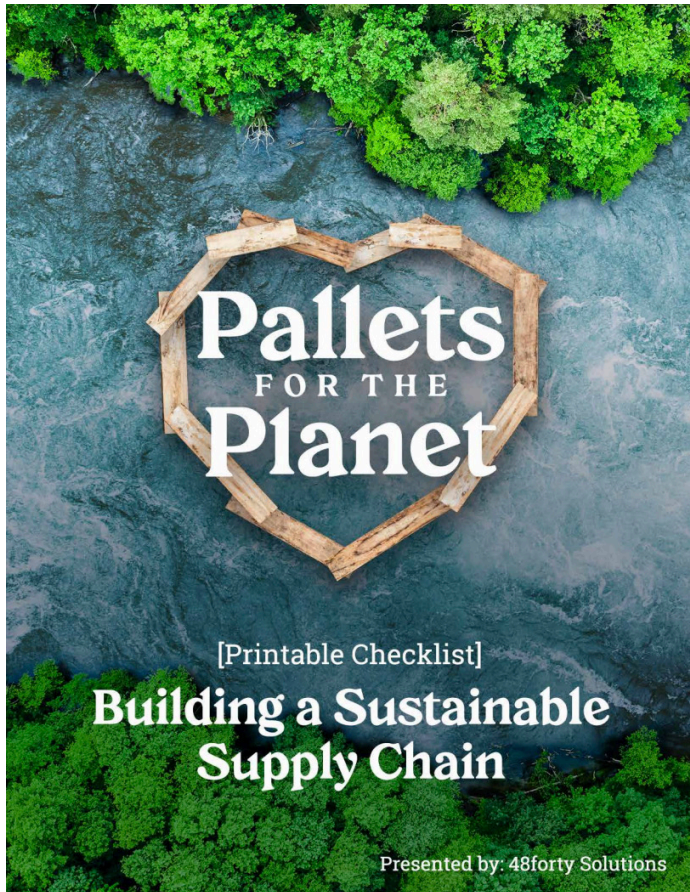
#PalletsForThePlanet



**reduce,
reuse,
& recycle**

PALLETS FOR THE PLANET





Is Your Business Practicing Sustainability?

Becoming an environmentally responsible and conscious business is an ongoing process. Sustainability is based on a simple principle: Everything that we need for our survival and well-being depends, either directly or indirectly, on our natural environment. To pursue sustainability is to create and maintain the conditions under which humans and nature can exist in productive harmony to support present and future generations.*

A strategic approach to sustainability considers the following principles in decisions and actions, as appropriate:

- Conserve, protect, restore, and improve the supply and quality of natural resources and environmental media (energy, water, materials, ecosystems, land, and air) over the long term.
- Align and integrate programs, tools, incentives, and indicators to achieve as many positive outcomes as possible in environmental, economic, and social systems.
- Consider the full life cycles of multiple natural resources, processes, and pollutants in order to prevent pollution, reduce waste, and create a sustainable future.

* Sustainability is defined by the EPA on their website: <https://www.epa.gov/sustainability/learn-about-sustainability>

Use these questions to take a closer look at your operation and identify opportunities for improving your sustainability.

- Does your business have the infrastructure, capacity, and governance to maintain a comprehensive sustainability program? If not, how can you build one?
- Consider your supply chain. What is your business doing to minimize waste during the production or transport of your product(s)?
- Consider the lifecycle of your products. How are you minimizing the footprint of your product — do you have a take-back program, a recycling partner, or something else?
- How are you minimizing the impact of your corporate office, production, and/or service facility?
- Environmental impact is important. Are you using a carbon calculator to determine if your recycling efforts are sufficient?
- Think about your suppliers. Do you know where your suppliers are sourcing their materials? Are their materials eco-friendly?
- Do you have an environmental policy that your organization adheres to? If not, how can you create one?
- Do you monitor your company's electricity, water and fuel consumption? Are you measuring improvement related to consumption?
- Have you developed a framework to track processes and milestones when it comes to your sustainability goals? If not, what do your sustainability goals look like and how can you track them?
- Think about the energy you're using. Has your business gone through an energy audit to help you understand your energy use?

Whether you've already developed environmental targets or you're just getting started, these questions can help you evaluate your existing efforts and implement your own sustainable goals.

STRATEGY

MY STRATEGY



Organic Growth

When it comes to a digital strategy, I believe organic growth is the best way to grow, engage, and nurture an audience.



Power of Storytelling

The power of storytelling is a beautiful thing in marketing and design. I believe integrating storytelling not only better engages an audience, but also conveys brand messaging in an inspiring way.



Premium Design

Premium design is the backbone to captivating marketing. Simple as that.