

# Abbie B. Elliott

Marketing-Communications Content Strategist & Technologist

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## QUALIFICATIONS SUMMARY

Strategic marketing executive with extensive experience driving strong and sustainable financial gains through leveraging corporate potential, enhancing topnotch marketing solutions, innovative branding strategies, and corporate events. Recognized and valued as a discreet and knowledgeable manager whose accomplishments reflect outstanding marketing instincts, an innovative spirit, strong leadership skills, and a profound commitment to organizational growth.

- Professional with proven success leading marketing strategy and internal communications for corporate, membership-driven, and non-profit organizations. Expert in the creation of communications plans and synthesis of media relations and communications to drive growth and maximize bottom-line results.
- "Go-to" marketing leader and a champion of social media tools and technologies with outstanding excellence meeting and implementing successful social media programs. Competent in digital marketing analytics, including SEO, PPC, SEM, and social media marketing platforms. Deliver engaging, insight-driven digital capabilities that transform businesses and ensures incredible customer engagement.
- Track record in devising web marketing strategies that have crystalized brands from relative obscurity, forging strategic partnerships, building startup ventures, providing digital strategy and driving revenue in competitive markets

## CORE COMPETENCIES

Account Management \* Brand Messaging & Positioning \* Campaign and Content Management & Strategy \* Email

Marketing \* Event Management \* Marketing Analytics, Strategy, & Execution \* Social Media Strategy \* Technical Writing

TECHNICAL SNAPSHOT: Adobe Creative Suite (Dreamweaver, Illustrator, Photoshop), Basecamp, BrightTALK, Canva,

CRM Systems, Drupal, Final Cut Pro, Hubspot, iMovie, iOS, HTML, Microsoft Office Suite, QuarkXPress, Slack

## EXPERIENCE HIGHLIGHTS

### ABBIE B ELLIOTT COMMUNICATIONS |

#### President

2016 – Present

Established and launched a marketing communication firm from the ground up, created a concept, a business model, and developed the business for profitability. Develop and initiate long term strategic marketing goals while working with clients to include contractors, cybersecurity firms, event planning companies, hospitality and restaurant groups, membership organizations, and web development shops. Serve as a key liaison with clients in the strategic planning and execution of a wide variety of projects.

- Built practice credibility, value, and offerings through the creation and promotion of pioneering executive suite ideas, provocative new solutions and methodologies, and ground-breaking intellectual capital that open doors to further engagements.
- Successfully managed the complete project life cycle of strategic marketing campaigns from inception to closure, driving all project management.
- Consistently achieved a high level of customer service by exhibiting a positive attitude, building trust, ensuring commitments are met, and offering additional information about the company's service.
- Leveraged initiatives to research, implement, and evaluate marketing automation and inbound marketing techniques to drive traffic to initiatives and events.

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**AMERICAN SOCIETY OF CATARACT & REFRACTIVE SURGERY (ACRS) & AMERICAN SOCIETY OF OPHTHALMIC ADMINISTRATORS (ASOA) (Fairfax, VA) |**

**Manager of Communications**

2014 – 2015

Provided strategic direction and managed overall corporate communications focused on the development of dynamic presence and strategic positioning of the organization. Prepared and coded company newsletters and surveys including ASCRS This Week, ASCRS This Month, ASCRS Clinical Spotlight, and the ASCRS Foundation newsletter via HighRoad/BlueHornet. Storyboarded, scripted, and edited video marketing, as well as leadership speeches.

- Improved social media performance for ASCRS, ASOA, the ASCRS Foundation, and other sub-groups with targeting, coordination, and content enhancement, increasing engagement by 200%.
- Created an effective benchmark for measuring the impact of social media programs and analyzed, reviewed, and reported the effectiveness of campaigns to maximize results.
- Preserved brand integrity by monitoring the consistency and quality of marketing content.

**KASTLE SYSTEMS (Falls Church, VA) |**

**Marketing Communications Specialist**

2012 – 2014

Furnished insight and developed a plan to promote services, increase brand visibility, and build and sustain new and existing clients. Worked closely with the executive team to create web and print collateral, including presentations. Contributed to the Kastle Klaxon, Kastle Systems' employee newsletter. Wrote, coded, SEO-optimized, and tested Kastle Systems' client newsletter for international distribution.

- Spearheaded initiatives in identifying and creating compelling digital and print marketing campaigns that generated leads for the business.
- Consistently improved search rankings through content marketing, keyword research, and an unswerving focus on leading-edge strategies.
- Tripled client newsletter click-through rate over only five monthly issues.

**AOL/ THE HUFFINGTON POST (Dulles, VA) |**

**Online Marketing Manager**

2011 – 2012

Oversaw, created content, and generated assets for product landing pages featured on the AOL.com homepage dynamic lead. Created the front-end websites for the launch of AOL Desktop 9.7 in Discover AOL. Wrote and legally-overviewed copy, selected imagery, and edited within e-commerce/enterprise resource planning (ERP) software for products in Lifestore, AOL's online storefront, as well as for AOL membership-related member communications, promotions, and websites.

- Implemented a strategic marketing approach to campaigns resulting in a net increase in qualified lead volume and an increase in opportunity creation.
- Employed web analytics tools to position content appropriately, striking the preferred target audience using a mix of multi-channel marketing.
- Led strategy and execution of paid media channels, including managing digital media budget and overseeing lead generation, new customer acquisition, product awareness, and adoption.

## **EDUCATION & CERTIFICATION**



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**Master of Business Administration | East Carolina University – Greenville, North Carolina**

**Bachelor of Arts in International Affairs | Mary Washington College – Fredericksburg, Virginia**