

ABIGAIL DISKIN

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ABOUT

Writer and communications professional with successful track record implementing communication strategies to further business objectives and build relationships. 8+ years of experience in communications, writing, editing, brand development, marketing, blog writing. Background in Journalism and magazine production.

EXPERIENCE

Communications Manager, Global Merchandising Operations, Nike, ETW – June 2016-Present **AVAILABLE FOR HIRE OCT 2016*

Manage internal Merchandising website (Thread), produce monthly and weekly newsletters with consistent open rate of 50+%, provide Leaders with presentation design, strategic communications planning and execution. Draft key messaging, speaker notes and announcements. Advise and support Global Merchandising Operations. Produce quarterly AF Café Meeting. Build cross-functional relationships to further business objectives and align communication planning.

Flowerpot Media; Vancouver, WA - November 2013 – April 2016

Senior Manager - February 2016 – April 2016

Managed employees and freelancers on content and web development teams; coached employees and drove quality and efficiency of projects. Contributed vision, ideas and execution toward business planning, operations, service offerings, client communications and company marketing. Applied strategy and discernment to align teams' efforts with company vision and goals. Managed client relationships. Operationalized social media content delivery and review process with clients, contributing to the creation of an online client access portal. Managed social media advertising budget and strategy.

Content Manager - January 2015 - January 2016

Wrote internal and external blog posts, website content, and email marketing campaigns. Built company-wide style guide. Fostered client relationships and provided content consulting. Managed content team and freelancers; edited content and oversaw deadlines. Recognized for top performance through fast-track promotion and selection for high-priority initiatives.

Copywriter - November 2013 - December 2014

Wrote internal and external business blogs, marketing collateral, website content and social media content. Supervised social media specialist, oversaw deadlines and edited all content. Earned promotion following superior performance and ability to quickly learn and master complex concepts.

Communications Specialist, Symantec Corporation; Springfield, OR - January 2011 - June 2013

Provided communications consulting and editing to cross-functional managerial team of seven. Collaborated with key stakeholders to craft announcements and program content. Ghostwrote speeches and leadership announcements for company sales executives. Developed and executed on communication plans. Crafted content for company blog and website. Coordinated internal newsletter; edited content and managed deadlines. Updated internal website; published content and designed layout of articles.

TECHNICAL SKILLS

Campaign Monitor, Constant Contact, Keynote, PowerPoint, Microsoft Office, Adobe Photoshop, Adobe Business Catalyst, WordPress, Facebook Ad Manager, Hootsuite, Sprout Social

EDUCATION

Bachelor of Arts in Journalism (Magazine), Minor in Women's and Gender Studies

University of Oregon School of Journalism and Communication, Eugene, OR, June 2010