

ABBEY HUDSON

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MARKETING DIRECTOR | CREATIVE DRIVER | CORPORATE COMMUNICATIONS

Performance-focused and numbers-driven Marketing professional with successful 9+ year career in strategic planning, innovative marketing, brand management, consumer engagement, analysis, process improvement, and leadership. Leverages business analytics and metrics to develop integrated marketing plans which exceed goals. Meets budgetary and timeline constraints to deliver sales-driven, tactical marketing initiatives. Strategically translates consumer insights into actionable marketing plans with breakthrough results.

Marketing Strategy & Innovation | Brand Management | Engagement & Education | Image | Communications
Team Leadership | Customer & Market Research | Customer Experience
Project Management | Program Development & Management | Sales & Support |
Change Management | Public, Agency & Media Relations | Negotiations | Budget Management

PROFESSIONAL EXPERIENCE

BOOK HILL PARTNERS/NATIONAL STRUCTURED SETTLEMENTS TRADE ASSOCIATION

Communications and Marketing Director

2016 to 2017

- Hired by Board of Directors to develop and implement a comprehensive marketing and communications program.
- Conceptualized and established short and long-term marketing strategy, including branding, social media management, online content and customer engagement; analyzed reports to drive social media engagement.
- Led website redesign from vendor management, contract negotiations, and usability testing to launch.
- Identified customer/member interests to generate compelling and engaging promotional content, including videos, blogs, and collateral; delivered effective cross-promotions with partner organizations; developed strategic relationships and partners.
- Executed targeted marketing campaigns; monitored media to ensure accurate representation of the industry.
- Scheduled speakers and vendors for conferences (approximately 200 attendees per event), created marketing materials and acted as on-site contact for members and guests. Spoke at events to provide marketing updates and discuss industry issues.
- Managed budget details for events and conduct fundraising activities to increase sponsorships.
- **Created highly successful blog posts which were viewed by over 50% of all association members.**
- **Increased Facebook engagement by 25% in 6 months; increased web traffic 34% since the relaunch of the website.**

PACIFIC LIFE, NEWPORT BEACH, CA

Senior Internal Sales Associate

2011 to 2016

- Implemented new procedures to align training on technical systems; created engaging content to gain end-user buy-in.
- Served as point of contact for customers; identified and resolved issues to drive customer loyalty and retention.
- Developed and managed strong professional relationships with brokers and customers to deliver a world class experience.
- Strategically coordinated national seminars to support client training and brand awareness; created compelling presentations.
- Actively collaborated within a collaborative work environment to drive team communication and goal achievement.
- **Initially hired to contribute to \$150M/year sales goal; instrumental in rapid business growth to \$1 billion/year goal.**

Business Development Analyst

2008 to 2011

- Served as key leader, department resource, and subject matter expert in the review and analysis of legal documents and technical systems; identified gaps and ensured compliance with corporate policies and procedures.
- Managed project to implement a new financial reporting system; coordinated testing, data validation, and roll-out.

TECHNICAL SKILLS

Microsoft Office Suite (Word, Excel, PowerPoint, Outlook), Adobe Creative Suite, Facebook, Twitter, YouTube, and LinkedIn
Full-stack web development technologies: HTML5, CSS3, JavaScript, jQuery, Bootstrap, Node.js, MongoDB, and MySQL.

EDUCATION AND TRAINING

Bachelor of Arts, Communication Studies, University of Nevada, Las Vegas

Coding Bootcamp – Full-stack Web Development, University of California, Irvine

Certified Structured Settlement Consultant, National Structured Settlement Trade Association

Completed Training: Critical Problem Analysis/Resolution, Project Management, Meeting Facilitation, Effective Interpersonal and Written Communication, Proofreading, and Time Management.