



Contact: Email me@abigailcommunicates.com | Visit www.abigailcommunicates.com

About Me: I'm a multi-specialty communicator talented in engaging diverse audiences: business and community stakeholders, nonprofit donors and clients, ministry partners and congregations, authors and book-lovers.

Education: **Bachelor of Arts, English Major,** Hanover College, 2009, *Summa Cum Laude*

Skill Sets:

- Strategic in recruiting institutional & fan support through engaging marketing, constituent care, and stakeholder education & campaign stewardship.
- Creative & confident with Canva design; Meta for Facebook & Instagram social media campaign management; training now in Affinity design. Constantly building my toolkit!
- Trained in multiple email marketing and newsletter systems including Constant Contact, MailChimp, Emma (Marigold) and MailerLite.
- Proficient web content-builder using Wix, Squarespace, and WordPress.
- Savvy client data manager in Microsoft Excel, Raiser's Edge (Blackbaud database), MatchForce (Salesforce), ShelbyNext, and Planning Center.
- Efficient with spectrum of Google and Microsoft Office apps, including form-building, mail merges, spreadsheets, and presentations.

Experiences in Multiple Industries and Missions:

Promotions Manager, Quills & Quartos Publishing, Virtual Office, April 2022-present

- Designing artwork and content engagement for all book sale and book-launch newsletters distributed to an international audience through MailChimp.
- Coordinating with multiple authors to gather interview materials and photographs that enhance reader engagement with newsletters.
- Collaborating with President/CEO on social media campaigns to enhance book sales, blog tours, and book launches across Facebook and Instagram platforms.

Ministry Office Communications Coordinator, Park Place Church of God, Anderson, IN, January 2022-September 2023

- Rebuilt and strengthened communication and engagement within and beyond the church congregation post-COVID by:
 - Updating member and visitor data through an engaging census campaign, and creating a handy photographic directory for members.
 - Assessing analytics to give pastors recommendations on best practices for Sunday morning livestream, social media, and website engagement.

- Re-conceptualizing the cumbersome monthly newsletter into a seasonal digital and mailable magazine, then coordinating smaller, shareable weekly e-blasts on MailChimp for ongoing news engagement.
- Updating constituent data in ShelbyNext and then migrating the entire contents of that database into a more advanced data and CRM platform: Planning Center.
- Strengthening missional branding with both visual and keyword consistency, helping establish recognizable presence and messaging across printed material, website and social media platforms.
- Designing event invitations for Advent and Lent for the broader community, as well as creating seasonal social media campaigns and website resource and sign up/response pages.
- Creating weekly Sunday morning announcement scripts and slides.
- Advanced a capital campaign with the Lead Pastor and committee chair by creating donor education materials for website and mass mailings, in addition to composing the campaign launch and follow-up stewardship communications.
 - This \$75k campaign exceeded its goal by an additional 44% (reaching \$110k total) within six weeks.
- Coordinated worship teams, greeter teams, technicians, and worship plans as interim worship coordinator utilizing Planning Center services platform.
- Designed specific logos and artwork for church events, sermon series, and other educational programming.
- Marketed event space in the church for weddings, retreats, dinners, and other events, drawing in additional income to the church.
- Coordinated with the Board to create church voter educational report materials and virtual absentee ballots.

Match Support Specialist - Community-Based Program, Big Brothers Big Sisters of Richland County (now Mentor Richland County), Olney, IL, January 2017 - January 2020

- In two years, doubled the program size through recruitment of clients (at-risk children ages 6-13) and volunteer mentors, guiding them through multi-step enrollment involving extensive interviewing, orientation, and skills training.
- Prepared MatchForce database data for migration to new Microsoft database.
- Created stakeholder education materials and newsletters, made engaging social media posts to boost recruitment, and utilized stewardship communication practices to maintain and grow donor support.

Advancement & Marketing Coordinator, Brebeuf Jesuit Preparatory School, Indianapolis, IN, August 2010 - October 2015

- In five years, demonstrated flexibility serving in various administrative roles: Stewardship & Special Events Coordinator, Stewardship & Scholarship Officer, Interim Alumni Director, and Interim Executive Assistant to the President.
- Collaborated with Admissions Office on marketing strategies and prepared written copy, photography, and data for marketing materials.

- Composed internal and external communication messages and news features for the school's website, social media, press releases, public advertisements, e-bulletins, and alumni magazine articles.
- Wrote grant application for the Central Indiana Community Foundation and was awarded over \$65,000 in technology funds for school makerspace project.
- Created a warm and innovative stewardship program to enhance communications and relationships with Brebeuf's involved donors and stakeholders, including planning gatherings and fundraising events.
- As steward of donations, recorded financial gifts for Business Office, Development Office reports, and maintained electronic database records.

Intern, Marketing and Public Relations, Clarian North Medical Center (now Indiana University Health North Hospital), Carmel, IN, January - August 2010

- Gathered information from physicians, administrators, and service representatives to compose engaging educational brochures, articles, blog posts, and media releases, in addition to providing planning and volunteer coordination for community events and health screenings.

Other Interesting Experiences:

Novelist & Short-Story Author

- [*Fearful Symmetry: A Pride and Prejudice Variation*](#), novel published March 2021 by Quills & Quartos Publishing (under pen name: Gailie Ruth Caress)
 - Marketed on Amazon Kindle, KU, Paperback, and Audible, rising to the #1 Bestselling New Release in Love & Romance category on Amazon on March 9, 2021; maintained in top 100 in-category titles for over 100 days. In 2023, still ranks within top quarter-million books on Kindle overall.
- Published novella-length story "United by Happenstance" in November 2022 anthology, [*An Inducement into Matrimony*](#) by Quills & Quartos Publishing

Secretary & Board Member, Middletown IN Main Street, May 2023-present

- Spearheading the media and communications for a grassroots initiative seeking to join OCRA's Indiana Main Street Network and gain access to OCRA granting funds to revitalize the aging business district of Middletown, Indiana.

Viewable recent work:

- >> **Current website at** www.abigailcommunicates.com
- >> **Portfolio samples as of October 2023 -** [click here.](#)

Other past projects:

- Web-design and 2016-2020 content for church website, www.gracechurcholney.org (Wix) and my old personal writer's blog, www.gailieruthwrites.com (WordPress).
- Multiple content pages at Park Place's website, www.ppchog.org (Squarespace).