

ABIGAIL R. PAUTZ

ANECDOTALIST, IDEA-CHASER, & DAY-BRIGHTENER

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INDIANAPOLIS, IN

WORK EXPERIENCE

LDI, Ltd.

Indianapolis, IN
May 2014-Present

Business Analyst, Marketing Manager

- + *Informs leadership on industry trends utilizing market research tools to guide investment strategy.*
- + *Manages planning and production of LDI Annual Report, adhering to budget of \$20,000/project (2014, 2015).*
- + *Consults with management at operating companies on various projects and teams, including:*
 - *Healthcare supply chain consulting & go-to-market strategy for a third-party logistics provider.*
 - *Web designer and SEO analyst/writer for two e-commerce brands.*
 - *Developed new-employee on-boarding materials for Motorsport Aftermarket Group.*
 - *Analyzed data from 100+ handwritten surveys to identify trends within veterinary diabetes market.*
- + *Crafts corporate pitch decks, including those used to increase capital base to \$1B.*
- + *Executed content development and launch of refreshed brand and new website for organization (Oct. 2014).*

Key Results

- + *Increased traffic to new website by 29% YoY in 2015, including referral traffic by 110%.*
- + *Managed agenda and logistics for leadership seminar with 45 executives for Motorsport Aftermarket Group.*
- + *Increased email campaign open rate by 30% with updated designs and CTAs.*
- + *Composed 15 case studies and more than 500 optimized search entries.*
- + *Initiated quarterly team lunches and semi-annual performance reviews with LDI management.*

The Orr Fellowship

Indianapolis, IN
May 2014-Present

Director of Marketing

- + *Organized and executed full brand and website refresh with five month turnaround, including all content, visual, and recruitment collateral; saved 20% of allotted budget by conducting competitor analysis and brand research in-house.*
- + *Plans, develops, and implements organizational marketing, communications, PR, and creative strategies.*
- + *Coordinates strategic and tactical marketing initiatives with the other organizational directors.*
- + *Ensures articulation of the Orr Fellowship's desired image and position to internal and external audiences.*
- + *Reports directly to the Orr Fellowship Board of Directors and Executive Director.*
- + *Manages team of 12 within internal agency in production and purchasing of all marketing materials.*

INTERNSHIPS

Miami University

Oxford, OH
Dec 2012 - May 2014

Marketing Communications Specialist

- + *Created copy for digital branding, print marketing materials, and social engagement strategy projects.*
- + *Designed and launched news aggregate for university students by self-teaching CRM.*

Chernoff Newman

Columbia, SC
Summer 2013

PR / Strategy Intern

- + *Created Social and digital content for Piggly Wiggly "SC certified" campaign.*
- + *Negotiated FY2014 media sponsorships between the South Carolina Education Lottery and state-wide collegiate and specialty sports teams.*

ECI: Find New Markets

Columbia, SC
Summer 2013

Marketing Intern

- + *Interviewed small business owners to identify business needs and opportunities.*
- + *Provided market research and strategy, and equipped clients with marketing toolbox to enable long-term growth.*

EDUCATION

Miami University
Oxford, Ohio
2010-2014

B.A. Strategic Communications,
German Language

- + *Marketing Minor*
- + *University Honors Program Graduate*

President's Leadership & Service Award Recipient - May 2014
Highest award for service to university given to 20 graduating seniors annually.

Highwire Brand Studio Senior Capstone Winner - May 2014
Co-led team of 13 seniors in winning brand experience challenge for Pepsi Co.

SKILLS

Adobe InDesign • Adobe Photoshop • Adobe Dreamweaver • Hootsuite • Salesforce/ExactTarget • WordPress • Google Analytics Academy (2014) • UX prototyping • customer research • copywriting • SEO writing • team building • public speaking • event coordination • project management

DesignLab: UX Strategy & Research Course - January 2016
In-progress; learning how to map customer journeys, use data to inspire design.

Coursera: Project Management Course - January 2016
Completed course to improve budgeting and time allocation skills.

ASK ME ABOUT YOGA, PADDLEBOARDING, BFG, & MY READING LIST.