




# ABBEY WAKELY

## PROFILE

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Passionate, resourceful, and creative self-motivated Director of Communications with a proven proficiency in translating and conceptualizing complex information for digital marketing campaigns. Faithful and organized employee committed to growth and acquiring new skills. Proficient in Constant Contact, G Suite, GoToWebinar, Microsoft Office Applications, Adobe Creative Suite (InDesign, Illustrator and Photoshop), and basic understanding of HTML coding (Drupal and Wordpress platforms).


### Contact



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## EXPERIENCE

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### Director of Communications

 Southeast Coastal Ocean Observing Regional Association (SECOORA) - 501(c)(3) Non-Profit

 Telecommute  December 2013 - Present (promoted to Director of Communications in 2017)

- Design, draft and deliver high quality graphics and products for various audiences (congressional, member, students and stakeholders). Examples include: SECOORA By the Numbers, Newsletters, Annual Reports, State One Pagers, Hurricane Damage Infographics, Product Rack Cards, PowerPoint Presentations.
- Increase brand identity through designing a custom set of graphics, establishing a minimalist color scheme, and streamlining outreach efforts.
- Maintain and increase SECOORA's social media presence through coordinated social media outreach efforts, including metric tracking.
- Draft and write stories for SECOORA's website and bi-monthly newsletter that is developed on Constant Contact.
- Support proposal writing by acting as content editor and visualizing technical information such as deliverables through schematics.
- Administer SECOORA's webinar series "Coastal Observing in your Community" where 100 people tune in monthly to learn about coastal ocean observing in the Southeast.
- Create PowerPoints and present on behalf of SECOORA at various meetings.
- Efficiently and effectively plan and execute meetings and events ranging from 20 to 100 attendees.
- Maintain SECOORA website on WordPress and redesign or rewrite content as needed.
- Manage communications with the Board by scheduling calls, drafting minutes, and planning meetings.
- Provide administration oversight for day-to-day activities in G Suite admin console, including email management.
- Lead and manage SECOORA annual student awards (Data Challenge and Vembu Subramanian Ocean Scholars Award), annual curriculum Request for Proposals, and the SECOORA Education and Outreach Committee.
- Assist in congressional outreach through planning meetings, design flyers, completing appropriation forms, and communicating with congressional staffers on behalf of the Executive Director.

### Program Coordinator

 IOOS Association - 501(c)(3) Non-Profit

 Telecommute  July 2015 - September 2017

- Conceptualized and designed graphics that effectively highlighted ocean observing gaps in the United States through printed material for the Association's on-going "Closing the Gaps" campaign that helped raise the Integrated Ocean Observing System (IOOS) budget in congress by \$1.2 million.
- Led a project of diverse stakeholders to develop an online presence for IOOS Association through a quarterly newsletter, website stories, and a website redesign.
- Collaborated with the Director to design and write outreach materials for congressional briefings and other events.
- Supported the Executive Director in all aspects of operations and maintaining the small non-profit.
- Efficiently and effectively planned and executed all meetings for the Association.

# EDUCATION

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## University of South Florida St. Petersburg

📖 Bachelor of Science: Environmental Science and Policy   📖 Minor: Economics

🕒 Graduated December 2013 with Honors - Cum laude

- As an employee of USF St. Petersburg, formatted, designed, and scripted their weekly student body newsletter (Word for the Herd) that reached over 4,000 students.
- Self taught graphic design and Adobe products to advertise clubs on campus.
- Built community relationships between the university and non-profit organizations during term as Garden Club President.
- Awarded the USF World Scholarship in 2013 for the “Belize: Rainforests to Reefs” study abroad program.
- Acquired funding from the university to purchase 500 recycle bins for dorm rooms, establish a Florida Native Certified Butterfly Garden on campus, and install a 2,000 gallon rain water harvesting system.