



Abby Hazekamp, MA

Marketing and Communications Strategist



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Profile

Marketing and communications strategist with 10+ years of experience helping nonprofit organizations and mission-driven brands grow through integrated marketing, digital communications, storytelling, and public relations. Proven success leading fundraising campaigns, developing high-performing content strategies, managing websites, and brand messaging that drive measurable engagement and revenue.

Education

MA in Strategic Communications

Texas Tech University (2020 - 2021)

BA in Media Arts and Design (Journalism)

James Madison University (2011- 2015)

Tools and Skills

- **Strategic Communications:** Brand Messaging, Copywriting, Integrated Campaign Management, Public Relations, Fundraising Communications
- **Digital Communications:** Content Marketing, Email and Social Marketing and Strategy, SEO & Website Optimization, Digital Ads, Analytics
- **Social and Scheduling Platforms:** Facebook, Instagram LinkedIn, X, TikTok, Hootsuite, Hubspot, Coschedule
- **Email Platforms:** Mailchimp, Pardot, Activity Messenger
- **Design and Video Tools:** Canva, Adobe Express, Adobe Creative Suite
- **Web Tools and Analytics:** Wix, Wordpress, Google Analytics
- **Digital Ads:** Meta, Google Performance Max, LinkedIn, Google Ads, Google Grants, Bing Ads

Experience

Founder and Marketing Communications Strategist

Hazekamp Marketing

June 2026 - Present

- Founded and launched an independent marketing consultancy serving nonprofit organizations and purpose-driven businesses
- Develop integrated marketing and communications strategies aligned with organizational goals and audience needs
- Create SEO-focused website copy, blogs, email marketing campaigns, social media strategies, and fundraising communications
- Advise clients on marketing planning, campaign development, and digital best practices
- Manage all aspects of business operations, including client acquisition, proposals, contracts, invoicing, and project management

Marketing & Communications Manager

Blue Ridge Area Food Bank

July 2021 - Sept. 2025

- Led integrated digital strategy across email, social, and web to strengthen brand visibility and donor engagement
- Executed multi-channel fundraising campaigns, including GivingTuesday (\$266K raised; +3% YOY)
- Directed website content strategy, improving SEO and user experience (+20% YOY web traffic growth)
- Managed marketing agency partnership, overseeing direct response e-appeals and digital advertising
- Designed and developed printed materials, such as impact reports, postcards, and fundraising mailers

Director of Marketing & Communications

Marketing Manager

Feb. 2021 - July 2021

Marketing Coordinator

Jan. 2019 - Feb. 2021

Nov. 2016 - Jan. 2019

National Association of College Auxiliary Services

- Led national marketing and communications strategy to support membership growth and event participation, including conferences, webinars, and workshops
- Partnered with senior leadership to develop messaging (blogs, articles, press releases, event design and programming, etc.) in alignment with strategic goals
- Directed cross-channel communications campaigns (social, email, web, print) and evaluated performance metrics
- Developed copy and design for printed materials, such as publications, brochures, postcards, and impact reports

Copy Editor/Page Designer

The Daily Progress

Sept. 2015 - Nov. 2016

- Copy edited and designed newspaper content for multiple regional publications, including The Daily Progress, The Star-Exponent, and The News-Virginian