



ABBY HAZEKAMP, MA

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SUMMARY

Marketing and communications professional with 10+ years of experience translating complex ideas into clear, compelling content that drives engagement and results. Experienced in content strategy, storytelling, and campaign execution. Now based in the Netherlands, I'm looking to help organizations sharpen their messaging and grow their impact.

WORK EXPERIENCE

Marketing & Communications Manager, Blue Ridge Area Food Bank July 2021 - Sept 2025

- **Strategy:** Developed and led integrated digital strategy across email, social, and web to strengthen brand visibility and donor engagement; planned and executed multi-channel fundraising and engagement campaigns
- **Content:** Wrote, edited, and optimized content for different channels and audiences; designed graphics and print materials; produced and edited short and long-form videos; managed communications calendar and digital asset catalogue; co-created editorial style guide
- **Analytics:** Tracked and evaluated performance metrics; optimized strategy and tested different approaches to increase reach and engagement
- **Messaging:** Developed annual key messages and themes for publications; led annual messaging workshop; collaborated across departments to translate complex topics into clear, compelling narratives; supported internal and change communications
- **Planning:** Co-created crisis communications plan; planned and executed annual website content audit; documented communications policies and procedures (social media, CRM, website, etc.)
- **Management:** Managed direct response agency partnership, overseeing fundraising e-appeals and digital advertising strategy; managed communications volunteers and interns
- **Budget:** Supported budget preparation by reviewing costs and predicting expenses annually
- **Media Relations:** Prepared and edited press releases and PSA scripts; helped organize and publicize media events; occasional communication with journalists and a third-party PR firm

Director of Marketing & Communications Feb 2021 - July 2021

Marketing Manager Jan 2019 - Feb 2021

Marketing Coordinator Nov 2016 - Jan 2019

National Association of College Auxiliary Services (NACAS)

- **Strategy:** Provided strategic brand direction for NACAS and the NACAS Foundation, driving membership growth (more than 700 member institutions and 300 business partners worldwide), engagement, and event attendance through the implementation of successful marketing campaigns
- **Event Promotion:** Worked with branding agency and collaborated across teams to create digital and print marketing materials, develop signage and environmental design, and produce general session programming for conferences and events
- **Content:** Wrote blogs, articles, and press releases; wrote and designed content for web, social media, email, and paid media; shot and edited video content; managed marketing calendar
- **Analytics:** Evaluated metrics for each campaign to determine ROI and made needed adjustments
- **Publications:** Managed the production of quarterly magazine, oversaw article development, proofing process and design; worked with freelance writers, publication editor, and designers
- **Governance:** Served as the Staff Liaison to the Communications Services Committee and led monthly meetings

Copy Editor / Page Designer, The Daily Progress

Oct 2015 - Nov 2016

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

Freelance Writer

May 2015 - Sept 2015

- Wrote freelance feature articles for the ACR Bulletin (publication for radiology association members) and Washington Family Magazine (parenting advice and resources for D.C.-area families)

Intern, The Coulter Companies (MCI Group)

May 2014 - Aug 2014

- Wrote articles, edited speeches and handbooks, designer fliers, assisted with audits, and drafted social media posts for several associations; plus database and administrative duties

EDUCATION

Texas Tech University - Lubach, Texas

Jan 2020 - Dec 2021

MA in Strategic Communications and Innovation

- GPA: 4.0
- Capstone Project: *"Reaching Out and Stepping Up: Engaging Young Volunteers at the Blue Ridge Area Food Bank"*
- Relevant coursework in Strategic Planning, Global Communications, Organizational Communications

James Madison University - Harrisonburg, Virginia

Aug 2011 - May 2015

BA in Media Arts and Design (Concentration in Journalism)

Relevant university work experience:

- Editor-in-Chief of The Bluestone (2014-2015) - Managed staff of 40 on student-run yearbook
- Executive Editor of Curio Magazine (2015) - Managed staff of 20 on student-run magazine
- Multimedia Intern for ShoutOut! JMU blog (2015) - Wrote blogs, supported student documentary

ADDITIONAL INFORMATION

• Technical Skills and Programs

- **Website Management:** SEO/SEA, WordPress, Yoast SEO, GA4, basic HTML/CSS
- **Email Marketing:** Mailchimp, Pardot, A/B testing, list management, segmentation, automation
- **Paid Advertising:** Google Ads, Google Grants, Google Performance Max, Microsoft/Bing Ads, Meta Ads, LinkedIn Ads
- **Editorial & Communications:** Proofreading and copy editing (grammar, tone, structure), content restructuring and readability optimization, editorial planning, fluent English (native)
- **Content and Design:** Copywriting and editing, Canva, Adobe Creative Suite, photo editing, basic video production, basic photography
- **Project Management & Scheduling:** Asana, Microsoft Office Suite (Word, PowerPoint, Excel, Outlook, Project), Basecamp, Hootsuite

• Volunteer Experience

- **Blue Ridge Area Food Bank Culture Committee (2024-2025):** Volunteer position on DEI and staff engagement committee
- **C-ville Democrats (2015-2025):** Provided campaign support, including canvassing, phone banking, and election-day tabling

• Achievements

- Co-presented session about ethical storytelling, Feeding America conference, August 2024
- Co-presented session about donor retention, Feeding America conference, May 2025
- Mental Health First Aid certified, Region 10, Jan 2025
- Attended webinar series on Intercultural Communications, Oregon Food Bank, Jan - Mar 2025
- Content Marketing and Social Media Certification, Hubspot Academy, 2020