

Abby E. H. Richter

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PROFESSIONAL SUMMARY

Brand Advocate | Strategic Communicator | Project Management Pro. | Executive Consultant | Culture Champion

Strategic? Yes! Tactical? Yes! Ability to navigate complexities, course correct and deliver all while being seen as a supportive and energizing leader? Absolutely. I've worked in tech startups, small companies and large nonprofit systems – so I've had the opportunity to do it *all*. When I come across something I don't know, I've got the context, know-how and depth of vendor relationships to drive results (2.5x revenue growth at two of my employers, to be exact).

SKILLS

Marketing & Communication

- Brand positioning & journalism
- Special initiative management
- Website launches & management
- Strategic communications
- Communication consultation & media training

Business

- Strategic planning
- Budget & resource management
- Stakeholder relations
- Positive attitude & follow through
- Empathic leadership
- Project scoping

Applications

- Adobe Creative Suite
- Microsoft 365, Slack, Google Workspace
- HubSpot, MailChimp, Pardot
- WordPress
- Basecamp, Asana, Teamwork

EXPERIENCE

CONCORDIA PLANS SERVICES | St. Louis, MO

Healthcare and pension benefits provider for 6,000 Lutheran ministries and their 85,000 workers and dependents

Assistant Vice President, Marketing

Oct. 2023 - present

- Strategized and led time-sensitive change management communication campaign: Inspiring employer clients to believe in the value of increasing investment in benefits to support workers after 10 years of static rates; helping employees understand the value of a guaranteed pension to drive affinity for employer
- Filled a long-vacant role, leading a team of 13 and breaking down silos to foster a metrics-driven, collaborative culture resulting in refined processes, campaigns delivered 2x faster and improved product adoption
- Partnered with Assistant Vice Presidents across the organization to drive key metrics for five-year transformational strategic plan, including: retaining clients in the midst of increasing rates and redesigned product options; maintaining positive member experience while managing significant challenges on the “back end” of our products; developing campaigns to win market share and capitalize on historic change coming to Medicare

HOURWORK | Boston, MA

Series A SaaS business simplifying hiring and creating an hourly workspace that works for everyone

Senior Director of Marketing

Jun. 2022 - Aug. 2023

- Fostered strategic industry partnerships to drive brand awareness, which directly connected us to 10 corporate account opportunities and an exclusive title sponsorship invitation at a national convention in our biggest market
- Built the company's first-ever demand generation program, including mentoring Field Marketing & Event Manager, resulting in millions of dollars of pipeline and 700 MQLs in the first half of 2023
- Managed the implementation of Pardot and established marketing operations playbook to drive MQL conversion

Senior Director of Brand & Chief of Staff

Sep. 2021 – Jun. 2022

- Named 2022 Employee of the Year by CEO in recognition of contribution to the company's 3x revenue growth by directly driving the leadership team and rebrand for Series A fundraise
- Awarded by Ragan Communications as “Communicator of the Year ‘Marketing Team of One’ 2022”

- Aligned and empowered the leadership team through a brand identity process; ensuring the brand story and values were authentic, consistent, believed by all stakeholders and reflected through our visual identity
- Delivered a comprehensive rebrand and website within first six months, elevating HourWork from “new app” to top 100 on *Crunchbase*, increasing site traffic by 250% and garnering press from *The Wall Street Journal*
- Analyzed internal processes and identified optimizations; designed new processes including interviewing, onboarding, offsite-team development, company-wide meetings and strategic planning
- Envisioned and directed the production of a robust brand kit, including animated product-explainer videos & cinematic shorts that promoted our unique brand story; driving thought leadership and exclusive data-driven insights through webinars, mini-training series and *Served Quick Newsletter*

JOHN O'LEARY – LIVE INSPIRED | St. Louis, MO

Remarkable speaker with 60,000 followers and a story the world needed to hear, with Abby as his right hand, John established himself as a 2x bestselling author, top 10% podcast host, speaker with 2.5x revenue and 25% less travel

Vice President

Nov. 2018 – Sep. 2021

- Promoted to manage growing team, culture, develop business plan and drive strategic growth

Director of Marketing

Oct. 2014 – Nov. 2018

- Promoted in recognition of strategic leadership that elevated brand, expanded awareness and increased revenue

Marketing & Media Manager

Jan. 2013 – Oct. 2014

- Spearheaded strategy for two best-selling books *ON FIRE* (2016) and *IN AWE* (2020), managing: Creation of book proposal, which reflected the O'Leary brand story and resulted in a significant six figure advance
 - The full publishing lifecycle: writing, editing, promotion and multi-faceted project timelines
 - Presale and fulfillment of 30,000 copies which is 5.5x the average annual sale of a published book
 - Orchestrating a 1,000-attendee book release party and 400, 5-star Amazon reviews
 - **Successful completion of campaign goals:** Established as a #1 national best-seller (twice); increased demand for speaking and speaking fee by 50%; increased brand awareness as displayed by repeat speaking engagements with key organizations such as Microsoft
- Utilized strong analytical skills to measure and grow online following (social media and email database) by 400%
- Managed rebranding of O'Leary value proposition, messaging and sales strategy to guide website redesign
- Executive liaison to board, publishing team, agent, media, vendors, key constituents and team
- Wrote, edited, tested and designed web and social content, articles, direct communications, videos and scripts
- Researched, developed and launched *Live Inspired Podcast* (ranked top 20 for business on iTunes + Inc.), radio segments, email challenge programs, online virtual communities, workbooks and more

MORTGAGE RETURNS [now ICE Mortgage Technology] | St. Louis, MO

2012 - 2013

SaaS company delivering automated marketing for loan officers to their customers, prospects and referral partners

Marketing Coordinator

- Directed production of sales videos, collateral and website, focusing on customer experience to drive acquisition
- Applied strategy to A/B test, segment and distribute automated marketing programs on behalf of 300 clients and established new processes to support the growth of this start-up and Inc. 5,000 company

THE FOUNDATION FOR BARNES-JEWISH HOSPITAL | St. Louis, MO

2010 - 2012

Nonprofit that supports research and care provided at 9 hospitals including #11 in the US Barnes-Jewish Hospital

Senior Marketing & Public Relations Coordinator

- Served as editor-in-chief for award-winning *Giving Magazine*; taking complex medical concepts and simplifying them into relatable stories and repackaging them to distribute across the hospital system's multi-media channels
- Represented The Foundation as the media spokesperson and provided senior leadership with media training
- Managed relationships with internal and external partners for successful cross-functional collaboration

FORCE DIGITAL | St. Louis, MO*Digital advertising agency that forged the UX movement***2009 - 2010****Digital Account Coordinator**

- Recruited, trained and supervised interns to fill pipeline of full-time account team members in digital agency
- Leveraged communication, time- and project-management to build client relationships and business opportunities
- Gained sophisticated understanding of User Experience best practices, pitching and request for proposal skills

GIRLS INC. OF ALAMEDA COUNTY | San Leandro, CA*One of the largest chapters of this national nonprofit, empowering girls to be strong, smart and bold***2007 - 2009****Public Relations & Development Associated**

- Executed 50th anniversary PR campaign, resulting in 200% increase of annual media coverage; managed messaging, presentations and media training for executive leadership and board of directors
- Planned and executed rebrand and website redesign strategy, architecture and content to enhance brand loyalty
- Built key relationships with donors, media, volunteers and public

UNIVERSITY OF KANSAS ENDOWMENT ASSOCIATION**Student Manager****2004 - 2007****UNIVERSITY DAILY KANSAN NEWSPAPER***Various: Promotions, Advertising, Opinion Columnist***2005 - 2007**

EDUCATION

Bachelor of Science, Journalism, Strategic Communications, **UNIVERSITY OF KANSAS**
Spanish Studies, **UNIVERSIDAD DE ALICANTE** (Spain)

2007**2006**

COMMUNITY ACTIVITIES & PROFESSIONAL ACCOLADES

- St. Stephen Protomartyr Catholic School, Ambassador Program Lead; Coach **2023 - present**
- Holly Hills Special Business District, Secretary **2023 - present**
- Ragan Communications, Communicators of the Year Award Winner: "Marketing Team of One" **2022**
- Rosati-Kain Alumni Communication Committee, Member **2014 - 2018, 2022**
- Lean In, Circle Leader **2014 - 2016**
- St. James the Greater Parish, Retreat Leader **2016 - 2017**
- Arch Grants Friends Board, Member **2014 - 2015**
- Missouri Association of Publications, RANLY "Best Issue" Award for Giving Magazine **2011**
- Big Brothers Big Sisters of the Bay Area, Big Volunteer **2008 - 2009**