

Heather E. Abzug

118 Washington St. Apt. 203, Norwalk, CT 06854 Phone: (612) 720-7898

E-Mail: habzug1@gmail.com

<http://habzug1.wix.com/portfolio-habzug>

Professional Experience

SiriusDecisions

Wilton, CT

Associate, Client Marketing Programs

July 2015 – Present

- Support the tactical execution of marketing programs to drive retention, loyalty, advocacy, growth and community participation
- Create engaging content and report on campaign and user activity to generate upsell and cross-sell opportunities with existing clients
- Support projects related to client and prospect data, including list research, acquisition, segmentation, targeting, and reporting
- Oversee the successful implementation of Webcasts, Forums, and Roundtables attended by Fortune 500 sales, marketing and product executives

Dell Inc. – Enterprise Solutions Group

Eden Prairie, MN

Marketing Communications Analyst

May – August 2014

- Assisted with copywriting and content creation for online collateral, campaign deliverables and sales enablement assets, in addition to assisting with review of marketing assets and newsletters
- Developed cross-enterprise signage deck to house standard Dell signage and establish library for use with future projects
- Completed Dell Social Media and Community Manager certification

Marketing Communications Intern

May – August 2013

- Supported the production and design of marketing materials, including task management of marketing assets, production and copywriting for weekly newsletter to over 7,000+ people, presentations, research of customer case studies and quotes
- Played instrumental role in overhaul of mobile and desktop app (from Dell Storage to Dell Enterprise Solutions), including design, asset outreach and collection, taxonomy development and promotion

Outbound Marketing Communications Intern

May – August 2012

- Designed, populated and maintained database housing customer case studies, win forms, interview transcripts, stock photos, etc.
- Focused primarily on customer content and engagement activities, including customer reference activities, PowerPoint presentation development, newsletter production and copywriting, legal claims research and development, and customer persona research

Leadership Experience

Denison University

Granville, OH

Academic Support & Enrichment Center – Head Tutor and Spanish Tutor

January 2013 – May 2015

- Oversee and advise 30+ Spanish, Greek, Latin and German student tutors and act as a liaison to administrators

Office of First-Year Students – August Orientation Assistant Coordinator

July 2014 – September 2014

- Assisted with coordination of 30 student leaders for the overall freshmen orientation program

Women's Varsity Tennis Team – Captain, 4-year starter

August 2014 – May 2015

- Effectively manage communications between team members and act as liaison between team and coaching staff
- Exercise time management skills and dedication to maintain commitment to academics and athletics

Delta Gamma Women's Fraternity (Beta Zeta Chapter)

Granville, OH

Vice President: Membership

November 2013 – January 2015

- Coordinated the preparation for recruitment by organizing 100+ women in event planning, marketing and public relations, and recruitment preparation workshops

Director of Activities

November 2012 – May 2013

- Developed and executed all aspects of activities for the sorority, in addition to creating and designing promotional items and decorations for events

Education

Denison University – Granville, OH

Fall 2011 – May 2015

- Communication and Spanish Major, Psychology Minor
- GPA: 3.42/4.0 (Cumulative); Major GPA (Communication): 3.41; Major GPA (Spanish): 3.71
- Honors: Dean's List, Mortar Board, Lambda Pi Eta (National Communication Honor Society), Sigma Delta Pi (National Spanish Honor Society), Rho Lambda (National Sorority Leadership Recognition Society), Order of Omega (Greek Life Leadership Honor Society)
- Studied abroad fall 2013 through CIEE – Liberal Arts in Alicante, Spain

Other Skills

- Experience with Salesforce.com, Eloqua, SalesEdge, SharePoint, Dropbox, Hootsuite and Wordpress.