

ABBY PORTER

BUSINESS DEVELOPMENT MANAGER

CONTACT

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ABOUT ME

Strategic, detail-oriented communicator with 5+ years of experience in brand development, stakeholder engagement, data-informed storytelling, and program management. Experienced at translating consumer behavior into actionable insights, building purpose-driven campaigns, and managing high-impact partnerships. Thrives at the intersection of data and storytelling to drive business outcomes.

EDUCATION

AUG 2017 - MAY 2021
MIAMI UNIVERSITY (OXFORD, OH)

- B.S. Marketing & Entrepreneurship
- Fulbright Semifinalist, President's List & Dean's List, Cum Laude Distinction
 - Awards: Honors Day, Creativity & Innovation, Senior Service Leadership,
 - Scholarship Recipient, Undergraduate Associate in Entrepreneurship
 - Member of Phi Sigma Sigma (ΦΣΣ)
 - Semester Abroad in Barcelona, Spain

KEY SKILLS

- Critical Thinking & Problem Solving
- Project Management
- Organization & Attention to Detail
- Networking & Collaboration
- Stakeholder Engagement
- CRM Strategy & Management
- Data-Informed Decision Making
- Brand Strategy
- Presentation and Material Development
- Communication & Persuasive Writing
- Cross-Functional Leadership

CERTIFICATIONS

- Salesforce Trailhead: Business Development Pathway
- Hubspot | Content Marketing
- Google Analytics
- FAA Student Pilot
- AIDA 3 | Advanced Freediver
- PADI Divemaster & EFR

PROFESSIONAL EXPERIENCE

Business Development Manager DEC 2024 - PRESENT
PitchForce (Ecosystem Venture Group) | *Remote*

- Coordinate virtual, in person, and hybrid events for 6-50 startups and investors weekly.
- Manage communications, CRM tracking, sales, and email campaigns for 30,000+ prospects.
- Relationship management with investors and pitch review calls with 250+ CEO clients.
- Design event flyers, pitch guidelines, documents and outreach materials.
- **Tools & Platforms:** Microsoft Suite, Google Workspace, Zoom, Canva, LinkedIn Sales Navigator, Vimeo, Apollo, Pipedrive, Eventbrite, SourceWhale, SignalHire, Mailchimp, Ninety.io

Program Manager FEB 2020 - PRESENT
Reef Conservation International | *Belize*

- Lead weeklong nonprofit marine conservation dive trips with 1,000+ annual guests.
- Business operations and development, sales strategy, logistics, partner relations.
- Launched a new conservation program. Increased booking rates 15%.
- Leveraged feedback. Increased re-booking rates 10%. Scaled to \$1M+ annual revenue.
- Manage all internal and external communications (guests, staff, stakeholders).
- Manage a team of 15 across education, diving, hospitality, and operations.
- Coordinate infrastructure and facilities development. Forecasting budgets.
- Built a 32-part presentation series and weekly schedule. **Tools:** Canva, PowerPoint
- Manage social media accounts.

Founder & Director FEB 2022 - PRESENT
FINS | *Belize/Global*

- Mission-driven brand turning invasive lionfish into products that fund conservation.
- Launched brick-and-mortar store leading to 200% increase in sales. Merchandise and sales.
- Built e-commerce site with 715 SKUs. Oversee sourcing, brand, production, and fulfillment.
- Established nonprofit arm. Developed programs. Secured 501(c)(3) status.

International Strategic Initiatives Director DEC 2019 - MAY 2021
World Creativity & Innovation Week/Day | *Global*

- Directed strategy and communications for a UN-affiliated initiative in 90+ countries.
- Grew following by 40% and collaborated with global stakeholders to shape brand narrative.
- Created events to facilitate relationship management with existing and potential partners.
- Developed brand toolkit and advocacy campaigns. Managed internal and external relations.
- Managed team of 45+ across marketing (social media), tech (website), branding and events.

ADDITIONAL EXPERIENCE

Creative Consultant | Beechwood Independent Schools | *Jan 2021 - Feb 2021*

Communications Internship | Blue Ash Industrial Supply | *May 2019 - Aug 2019*

Assistant Coach, Swim Instructor, Head Lifeguard | YMCA | *Mar 2016 - Jan 2018*

Piano Instructor | Liberty Piano Studio | *Sep 2014 - May 2017*