

ABBY strategizer PORTER

In work, in play, in life... I **envision** success and **create** trailblazing **strategies** to achieve **development**.

get in touch...

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STRATEGY DEVELOPING ROLES

Marine Conservation Program Manager

Reef Conservation International | Belize
February 2020 - Current

- Generating business development and forging relationships to increase program visibility.
- Empowering and leading a cross-functional team of 14 to promote conservation operations. Recognized in media articles (The New Yorker), documentaries and podcasts.
- Conceptualized and created brand style guide, a 32-presentation educational program, social media manual, branded mockups, program schedule and organizational structure.
- Launched and evaluated strategies to increase social media engagement and improve ROI. Increased guest rebooking rates by 15%.

Founder & Conservationist

FINS Belize

February 2022 - Current

- Producing awareness and engagement with citizen science conservation projects. Selling invasive lionfish jewelry at community events.
- Operating and advancing a customer insight-driven jewelry business with 500+ pieces sold in the first year.

CRITICAL SKILLS

Entrepreneurial

Design Thinking | Curiosity | Ideation | Creative Process | Press | Self-Starter | **Empathy**

Branding & Marketing

Conceptualizing | Positioning | Planning | Critical Thought | **Storytelling** | Presentation

Project Management

Problem Solving | Strategizing | Detail-Oriented | Networking | Organization | **Collaboration**

International Strategic Initiatives Director

World Creativity & Innovation Week/Day
December 2019 - May 2021

- Developed and executed branding and public relations through events, interviews, social media, and other digital marketing. Used publishing and editing platforms.
- Directed a team of leaders to carry out annual celebrations in affiliated with the United Nations in 90+ countries.
- Collaborated with international creatives and key stakeholders to showcase creativity and innovation projects achieving the United Nation's 17 Sustainable Development Goals.
- Created internal and external user toolkits to maintain brand consistency. Fostered relationships to control brand narrative.
- Inspired creativity and innovation to drive brand development internally and publicly.

ASK ME ABOUT

- Living in a marine reserve.
- Why they call me 'Pink Lines'.
- Cold calling conservation organizations about creativity.
- Being schooled by a fourth-grader as a creative consultant.
- Soloing an Aeronca Champ.

ACADEMICS

Miami University

B.S. Entrepreneurship & Marketing

vision • creativity • strategy • development