

ABBY SUTTON

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Highly experienced marketing and branding professional. Client-centric, creative multi-channel marketer who drives brand storytelling through market research and strategic thinking. Passionate, resilient problem-solver who frames difficulty as potential for creative solutions. Culture-driven leader who creates a working environment where employees can thrive. Curious, empathetic learner. Fascinated by what makes people tick. Perpetual researcher, consistently seeking out ways to improve in career and life.

Core Competencies

Brand Manager | Project Management Professional | Culture-Driven Leader | Workflow Processes | Communication | Financial Acumen | Integrity | Empathy | Self-Starter | Problem Solving | Analytical | Creativity | Training | Research | Adaptability | Critical Mindset | CRM Software | Salesforce | Relationship Building | Netsuite | Adobe Creative Suite

Experience

iHeartMedia

08/2015-Present

National Sales Coordinator (12/2021-Present)

Remote - Orlando, Melbourne, and Sarasota, FL

Collaborate with national, multimarket, and local teams to manage campaign execution and exceed client expectations.

- Facilitate communication of strategic details between internal departments, engineering 20+ campaigns simultaneously across three markets.
- Cultivate client branding by pairing them with appropriate on-air influencers.

iHeartMedia

Market Sales Coordinator (03/2020-12/2021)

Remote – Orlando and Melbourne, FL

Fueled success of local-level marketing campaign execution through cooperation with sales, programming, and support teams.

- Orchestrated use of the LED Mobile Billboard Truck asset to drive non-traditional revenue and station branding, including budget management, scheduling, sales packaging, and partner relationship building.
- Spearheaded the sales process update for brokered programming and in-content features to increase trackability and efficiency when presenting to clients.

iHeartMedia

Account Executive (09/2017-03/2020)

Hybrid – Orlando, FL

Cultivated client relationships, evaluating business needs to drive revenue and maintain satisfaction. Drove non-traditional revenue by creating on-site branding opportunities for market radio stations.

- Created annual multi-channel marketing strategy presentation, increasing client budget \$50,000+ YOY.
- Helmed end-to-end planning and execution of market events such as Holy Tacomole and College Kickoff to drive non-traditional revenue and strengthen station brand loyalty with attending listeners.

iHeartMedia

Director of Promotions (08/2015-10/2017)

Panama City and Tallahassee, FL

Championed branding across 10 radio stations through listener engagement, contesting, and community outreach.

- Activated on-site operations to drive listener engagement and digital coverage of music concerts and festivals to keep stations at the forefront of entertainment in the market.
- Directed nationwide initiative, transforming station vehicles to uniform, iHeartRadio branding.

Indian Pond Country Club

02/2014 – 08/2015

Wedding & Event Sales Coordinator

Kingston, MA

Managed life cycle for over 50 weddings and events simultaneously while maintaining the highest-level of customer satisfaction. Pioneered branding update to appeal to a more modern, upper-class market.

- Boosted communication efficiency for event coordination by conducting regular weekly meetings with key internal stakeholders to comprehensively review and align on the details of all upcoming events and weddings.
- Redesigned venue menus, sales packaging, and marketing assets internally, aligning them with upscale market standards and achieving cost savings.
- Implemented client feedback mechanisms to gather valuable market research and improve service offerings.

Old Navy

10/2010 – 02/2014

Operations Manager (06/2013-02/2014)

Hingham, MA

Oversaw day-to-day operations to ensure efficiency, productivity, and adherence to company standards and regulations. Directed team in implementation of company promotions and pricing strategies.

- Developed and enforced operational procedures to streamline store efficiency and customer service.
- Maintained top-tier standards in store audit compliance practices.
- Led a team in updating store marketing and pricing signage, facilitating seamless support for ongoing promotions.

Old Navy

Accelerated Management Program (05/2011-06/2013)

Panama City Beach, FL

Attained entry into the prestigious Accelerated Management Program in the southeast region, giving experience in both Operations Manager and Customer Service and Training Manager roles.

- Created positive employee culture by introducing themed event weeks and team incentives to drive sales goals and boost employee morale.
- Directed comprehensive recruitment and training processes to enhance team performance and knowledge.
- Implemented strategic plans to optimize workflow and resource allocation. Monitored key performance indicators to identify areas for improvement.

Old Navy

Customer Service Associate (10/2010-05/2011)

Myrtle Beach, SC

Connected with customers and maintained visual standards to increase shopping experience within store.

Roseville Visitors Association

07/2008 – 08/2010

Project Coordinator

Roseville, MN

Elevated city hospitality branding through proactive management of social media, website, and email marketing campaigns. Fostered relationships with area hospitality partners and local government officials. Planned and executed events for the area hospitality community.

- Conceptualized, produced, and marketed “Teddy in the Cities” YouTube video, advertising local hotel amenities and nearby annual Minnesota State Fair event.
- Coordinated logistics and promotional assets for annual flagship events, such as Roseville Hospitality Awards and Roseville Winter Jazz Blast that increased community engagement.
- Designed marketing collateral internally, saving thousands of dollars in outsourcing costs.

Education/Certification

Project Management Professional (PMP)

Project Management Institute, January 2023

Master of Business Administration

Webster University, Myrtle Beach, SC

Bachelor of Arts – Mass Communications

Emphasis: Public Relations

Minor: Marketing

