

Abby E. Ryan

484-275-0644

abby@abbyryan.com

Summary

Detail-oriented freelance copywriter with 15+ years of demonstrated experience in the communications field. Areas of expertise include web and print content creation, deployment of successful email campaigns, and exemplary writing, editing, and proofreading skills.

Professional Experience

Freelance Writer & Editor

Website: abbyryan.com

Specializing in freelance services for the following: websites, proposals, podcasts, technical reports, case studies, social media creation and management, newsletters, brand development, article writing, email campaigns, and blogs.

Recently published work (more writing samples on abbyryan.com):

[A blog post for Chadwick Service](#)

[Zinc Decor Social Media Post](#)

[Podcast Development for The Story Engine](#)

[Zinc Decor Social Media Post](#)

[Advantum Health Social Media Post](#)

Enrollment Communications Manager

Office of Admissions, Muhlenberg College, Allentown, PA

- Managed Admissions and Financial Aid communications processes
 - Print, email, web, social media, and other media
 - Print and electronic outreach targeted a prospective audience of over 1 million students
- Participated in the implementation of the office's multi-channel, integrated communications plan through a customer relationship management (CRM) system.
 - Used Slate (CRM) to create and deploy up to 500,000+ emails at one time to prospective students
- Served as a liaison between the Division and the Office of Communications, academic leadership, and various vendors that provide services to the College.
- Lead the work of professional, support, and student staff in executing major office communication projects.
 - Instrumental in leading enrollment communications within the department

- Introduced new marketing materials and techniques to attract a better range of students

Communications Specialist

Industrial and Systems Engineering (ISE) Department, Lehigh University, Bethlehem, PA

- Facilitated communications for the Industrial & Systems Engineering Department
 - Wrote, edited, and managed department newsletters, press releases, articles and other print, and electronic material
 - Managed social media accounts
 - Maintained and updated the ISE website
- Coordinated, planned, and implemented department events, plus development campaigns
- Collaborated with the ISE Advisory Council, the P.C. Rossin College of Engineering and Applied Science staff, Lehigh University's alumni and development offices, and the ISE student organizations.
- Ran the ISE Student Council

Publications Specialist

Sacred Heart Hospital, Allentown, PA

- Created internal and external publications, advertisements, brochures and collateral
- Wrote news releases and public service announcements
- Coordinated content of the hospital's employee website (intranet) along with the external website for the public.

Public Relations Coordinator,

Fellowship Community, Whitehall, PA

- Developed organization's electronic and print marketing materials
- Composed news releases and supervised projects and events
- Managed numerous co-workers and interns

Education

Lehigh University. 2017. Master of Arts Degree, Major: American Studies. GPA: 3.94.

Kutztown University. 2006. Bachelor of Arts Degree, Major: English/Professional Writing. Minor: Public Relations.