

# ABIGAIL DIXON

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## WORK HISTORY

### **Orchard Resources**

#### ***Engagement Director***

*Dec 2019 to Present*

Leading the way in developing and overseeing operations, events and development.

- Oversee the development of policies and procedures for internal operations
- Oversee the strategy and execution of all fundraising and engagement events
- Provide strategic consultation to company departments and programs
- Lead development of yearly strategic plans to engage new and current donors
- Oversee the development of internal culture standards
- Manage volunteer led teams to execute company initiatives
- Ensure internal team culture meets company values
- Develop new opportunities to engage new individuals with the company
- Manage and update Orchard's CRM database
- Develop and maintain current and new vendor relationships
- Create and manage the Engagement department budget
- Provide and execute detailed project timelines and deadlines

#### ***Events and Development Manager***

*Mar 2019 to Dec 2019*

Worked with the Development Director to create fundraising events and manage development campaigns.

- Executed development strategies through events
- Managed all event budgets and timelines
- Assisted in creating the yearly development strategy
- Managed gift acknowledgment database and email lists
- Oversaw vendor relationships

#### ***Events and Logistics Coordinator***

*May 2018 to Mar 2019*

- Executed event logistics
- Coordinated deadlines between departments
- Executed all social media strategies
- Implemented internal communication systems such as Slack and Trello.

#### ***Communications Intern***

*Sep 2017 to May 2018*

Worked with the Communications Director to learn how to create marketing and communication strategies within a nonprofit.

- Managed social media accounts
- Created content to market specific projects and events
- Developed email campaigns
- Increased digital engagement
- Managed the planning of small events

## EDUCATION

**Kennesaw State University**  
*BS in Public Relations*

*Aug 2013 to Dec 2017*

## SKILLS

- Event Management
- Budget Management
- Relationship Management
- Event Planning
- Social Media Strategy
- Development Strategy
- Culture Engagement
- MailChimp
- Microsoft Office
- Strategic Planning