

ABBY COLT

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SUMMARY

A motivated communications professional with a passion for crafting clear, engaging messaging that connects diverse audiences. Skilled in content development and strategic communications, with a strong ability to manage multiple projects and deadlines effectively. Eager to contribute to a communications department by leveraging strong written and interpersonal skills, organizational skills, and project management abilities, to develop and implement strategic communications that inform and engage diverse audiences while supporting organizational missions.

EXPERIENCE

Endicott College, Beverly, MA

Tutoring & Writing Center Graduate Assistant, August 2025 - Present

- Organize and assist with the hiring and training of peer tutors.
- Efficiently schedule and manage 110 peer and professional tutors to ensure smooth operations in the center.
- Strategically market to students to increase awareness and usage of the center.

Student Success Advocate, December 2025- Present

- Work with a caseload of students to connect them with valuable resources across various departments.
- Serve as a mentor, both academically and socially, to promote student success and retention.

Tour Guide, May 2022 - May 2025

- Educated prospective students about Endicott College through campus tours.
- Assisted families with their questions or directed them to the right people.

Orientation Leader, June 2023 - August 2024

- Welcomed the incoming class and helped them feel comfortable and excited to be a new student at Endicott College.

College of the Holy Cross, Worcester, MA

Athletic Communications Intern, August 2024 - May 2025

- Worked on weekly feature stories on the student athletes, game recaps, staff bios, and attended press conferences.

Precision Pilates, Ipswich, MA

Marketing Consultant, October 2025 - January 2026

- Implemented the marketing campaign across all locations to create a universal experience and increase engagement.

New England Collegiate Baseball League, Remote

Athletic Communications Intern, May - August 2023

- Wrote daily game recaps for the company website.
- Worked independently to create daily content for social media platforms.

EDUCATION

Endicott College, Beverly, MA

Master of Business Administration, May 2026

Bachelor of Science in Communication, Minor in Digital Journalism, May 2025

- Completed a semester abroad at Munster Technological University in Cork, Ireland.

RELEVANT PROJECTS

Precision Pilates Marketing Campaign

- Completed a full marketing campaign to support their social media presence for a Digital Marketing course.

Endicott College Tutoring & Writing Center Marketing Campaign

- Surveying two target groups, graduate students and first year students, to develop an effective marketing campaign for the Tutoring and Writing Center to become more visible around campus.

Connected Coaching: Communication Dynamics in Online vs. Traditional Fitness Training

- This project was a year-long research project supported by interviews to focus on how the increase in technology has had an impact on the development of communication skills.