

ABIGAIL DESVERGNES

PROFESSIONAL SUMMARY



National Grid | Waltham, MA | Sr. Program Manager of Internal Communications

August 2021-August 2024

- Delivered compelling multi-channel content, including blogs, emails, scripts, newsletters, videos, and social media, to engage diverse employee audiences.
- Wrote speeches and remarks for executives, including the President, Chief People Officer, CFO, and COO, ensuring consistent leadership messaging.
- Produced company-wide town halls, boosting employee engagement by 40% through strategic audience segmentation and innovative use of digital platforms.
- Developed and executed communication plans for U.S. audiences, aligning with global strategies and managing timelines to meet organizational priorities.
- Oversaw the editorial calendar, led content planning meetings, and leveraged analytics to refine storytelling and maximize impact. Spearheaded HR and DEI communication initiatives, reinforcing organizational values and fostering an inclusive culture.
- Created crisis communication strategies during organizational changes, delivering clear, timely, and aligned messaging.



Boston Globe Media | Boston, MA | Freelance Reporter, Boston.com

December 2019 - PRESENT

- Cover up-to-date real estate news in the Greater Boston area in a weekly open house column.
- Effectively research top trends in real estate news and deliver compelling content for prospective homeowners in the Boston area.



Fabreeka International | Stoughton, MA | Marketing Content Creator

January 2021- August 2021

- Researched and synthesized industry topics to create engaging content for blogs, brochures, social media, web pages, advertisements, and videos.
- Supported the implementation of HubSpot, developing content strategies to enhance inbound marketing campaigns. Managed social media channels as the company spokesperson, engaging audiences and strengthening brand presence.



The Sun Chronicle | Attleboro, MA | Freelance Reporter

January 2015 - January 2021

- Authored over 300 articles, including features and daily news stories, with multiple pieces picked up by the Associated Press.
- Partnered with editors to develop innovative content ideas and collaborated with photographers to produce and refine compelling visuals.

INTERNSHIPS



Iora Primary Care | Boston, MA | Social Media Marketing Intern

June 2020 - January 2021

- Created, proofread, and published blog posts to support SEO strategies, boosting online visibility and audience engagement.
- Conducted market research to identify emerging social media trends and opportunities, informing content strategy.
- Developed, scheduled, and managed social media posts while engaging with audiences through comments and interactions, fostering community and enhancing the company's online presence.



Boston Globe Media | Boston, MA | Editorial Assistant, Boston Globe Magazine

June 2019 - January 2020

- Wrote weekly columns and feature stories, delivering engaging content for diverse audiences.
- Fact-checked freelance submissions to ensure accuracy and integrity.
- Conducted interviews to gather insights and enhance storytelling.
- Pitched story ideas and managed the magazine's social media presence to engage readers and promote content.
- Collaborated with editors and designers to produce polished, compelling issues.

EDUCATION

**University of Massachusetts,
Amherst, MA**

*B.A., Journalism and
Communication studies*

- *Graduated cum laude*

SKILLS

Personal Skills

- Strong communication (written & verbal)
- Deadline-driven, creative, and detail-oriented
- Team collaboration and leadership
- Empathetic, authentic, and adaptable
- Excellent time management

Technical Skills

- WordPress, Microsoft Office Suite, SharePoint, Smartsheets, Unily
- Adobe Suite (Photoshop, Illustrator, Premiere Pro)
- Basic video editing (Premiere Pro, Final Cut Pro)
- SEO, HTML/CSS basics, Analytics (Google, social media insights)
- AP Style proficiency, Poppulo, Viva Engage, AppSpace, Slack
- Canva, Dialpad, Calendly, Teams, Zoom, HubSpot

Social Media & Marketing

- Social media strategy, content creation, and community engagement
- Social media analytics
- Paid social media advertising (Facebook, LinkedIn)

Communication & Editorial

- Writing, editing, and speechwriting for multiple channels
- Crisis communication and video production
- Audience segmentation and editorial planning
- Event Management & Executive Coaching