



Hi. I'm

Elisa*
Esme
Abadi
A Driven,
Technical
Marketer
with a Deep
Capacity for
Storytelling

*pronounced
uh-lee-suh

Let's
Connect

[Email](#)

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[Portfolio](#)

404.697.6968
San Francisco

Education

Georgia Institute of Technology | Master of Science in Public Policy, 2012

Georgia State University | Bachelor of Arts in English, 2007

Robert Byrd Scholar, Dean's List, Presenter at GSU Undergraduate Research Conference

Certificates

Google | Digital Marketing & E-Commerce, 2004 - 2025

Harvard Business School | Leadership Principles, 2021

Experience

Lawrence Livermore National Laboratory | Communications Manager



September 2024 - Present

Lead AI/ML communications and policy engagement for LLNL's Data Science Institute, the AI Innovation Incubator, and the AI Community of Practice. Serve as a strategic advisor to scientific and operational leadership, shaping internal and external narratives around LLNL's AI research, mission, and partnerships.

Accomplishments:

- Develop executive messaging, talking points, and briefing materials for senior scientific leaders across high-visibility events, town halls, and stakeholder engagements.
- Content strategy led to 25% increase in student summer program applications and similar increase in number of first-time mentors signed up internally to support program.
- Edited, published, and developed communication roll-out for the 2024 Safety in Artificial Intelligence Report and 2026 AI in Eight Pages primer.
- Founded and lead the AI/ML Advisory Lightning Taskforce (AMALT), coordinating rapid technical assessments of AI-related legislation. Delivered 18 policy reviews in FY25; met with CA assembly members and senators for AI education and stakeholder engagement.
- Oversee communications for major AI initiatives, including 1,000 Scientist AI Jam, aiEDGE for Innovation Day, Women in Data Science event, and Lab-wide AI Town Halls.

Cisco | Marketing Consultant



May 2022 - April 2024 (Contract not renewed; company-wide layoffs)

Provided strategic communications and global campaign leadership for Cisco Networking Academy, encouraging enrollment in IT and cybersecurity courses. Used audience insights, performance data, and industry best practices to develop strategic, multi-channel communications campaigns.

Accomplishments:

- Provided planning, marketing automation, social media, and email marketing support for virtual global events on emerging IT topics to grow net new students in the program. Latest event email nurture, coupled with target advertising and organic social, led to 10,000+ event registrants.
- Developed original video series, You've Been Hacked!, with unique monthly content to increase cybersecurity awareness and enrollment in cybersecurity courses.
- Successfully launched multi-channel campaign for Cybersecurity Month which included developing website content, email nurtures, quiz, video series, and social posts. Managed agency to develop graphic identity for the campaign.
- Increased performance on monthly newsletters to key audience segments, including students, instructors, and partners.

Incident IQ | Director of Growth Marketing



March 2022 - February 2023 (Mutual parting of ways)

Led growth marketing at a high-growth software company focused on providing workflow management solutions to US K-12 school districts. Led team of four, providing strategy and management for revenue-generating omni-channel campaigns and programs using robust tech stack.

Accomplishments:

- Added growth capacity by building a team of campaign managers and event managers/ specialists. Team's contribution helped deliver 50% YOY growth.
- Developed, launched strategic growth campaigns to generate \$24.3M qualified sales pipeline (FY22).
- Increased brand awareness to reach more of the TAM and goal of 10,000 schools and 10,000,000 students served.

BryterCX | Marketing Director



November 2020 – November 2021 (Company sold to IgniteTech; everyone let go)

Led brand awareness and lead generation efforts at a leading tech innovator in the journey management space. Managed nearly \$1mil marketing budget and directed strategy to solidify market position in a new category and position for a successful exit (company sold in Nov. 2021). Hyperfocused on being a strong partner for sales team, delivering sales scripts and enablement tools, email marketing campaigns, and ads to support ABM approach. Supported new product launch, refining go-to-market strategy.

Accomplishments:

- Developed strategic content that led to qualified lead increase by 2500% and pipeline increase by 300%
- Used innovative content strategy tactics to drive LinkedIn advertising CTR up by 10%
- Increased first and second page search rankings by 2,300% in 9 months through strong SEO implementation, including doubling our website sales enablement content

La Marca | Marketing Consultant



July 2014 – March 2022 (Stopped consulting independently to focus on in-house roles)

Dedicated to the mission of providing marketing firepower for small- to medium-size business clients, helping them build intentional brands with lasting power. Provided account based marketing support for B2B and B2C clients.

Accomplishments:

- Developed meaningful content on topics across multiple industries, including medical, hospitality, tech, AEC
- Launched email marketing campaign to drive \$150,000+ in sales for online training course
- Led team to execute events for 50-300 attendees
- Integrated marketing campaign led to 125% increase in site traffic, revenue, and conversion rate in 4 months for one client
- Developed advertising campaign that led to 7.5X ROAS
- Email marketing campaigns have open rates and click rates nearly 30% higher than industry benchmarks

Greater Atlanta Christian School | Director for Marketing & Communications



May 2018 – November 2020 (Left for a role in tech)

Provided leadership for one of the top private schools in Georgia with a \$44 mil budget and a mission to raise fully-formed adults who can change the world. I provided mentorship and facilitated career growth for 3 employees and together we served our community of 300 faculty and staff, 1,000 families, and over 3,000 leads in our marketing database.

Accomplishments:

- Supported crisis communication in 2020-2021, including COVID-19 and BLM responses, with messaging, content creation, community building, and strategy which influenced our strong 90% re-enrollment number for the year
- Launched a multi-channel video campaign to support go-to-market strategy for a new initiative that in a week gained 100,000+ impressions on Facebook and Instagram, had over 65,000 plays, and contributed to a 22% increase in enrollment (sales) over the same period last year
- Enhanced productivity and management of 1,200+ project requests over 2+ years using Zapier, Basecamp, and Jotforms
- Managed website redesign for a site with over 120 pages in less than 7 months, directing all work from evaluating bids, negotiating contract, defining requirements, engaging internal stakeholders, providing direction on information architecture and UX design, refreshing all content, and providing final QA for the entire site. New site resulted in an 8% decrease in the bounce rate, 25% increase in site traffic, and 23% increase in time on the site.
- Released two annual magazines totally nearly 300 pages and distributed to 12,000 families; served as writer and chief editor
- Increased social content reach by 119%, engagement by 79%, and followers by 30% over 2 years

Centers for Disease Control & Prevention | Senior Communication Specialist

September 2015 – April 2018 (Left for promotion to management role)



As contractor, served as a trusted resource to the Office of Lab Science Director and led all communication and community building efforts at an organization dedicated to advancing health.

Accomplishments:

- Established the communications program for the Office from the ground up, defining strategy and developing all messaging in order to strengthen partnership with over 17 centers affecting 250+ labs at CDC
- Worked to establish a Community of Practice for Quality
- Spearheaded development of agency-wide Committed to Quality communication campaign to engage thousands of laboratorians across 250+ labs at CDC
- Developed meaningful content on topics of laboratory quality and accreditation
- Successfully executed over 20 agency-level events, from planning to live event
- Implemented project management processes for 6-person team

Centers for Disease Control & Prevention | Communication Specialist

February 2008 – June 2014 (Left the agency to focus on digital marketing consulting)



Provided communication and policy expertise in the area of laboratory science and environmental health at an organization dedicated to advancing health. Expert at translating complex material into accessible content for a key audiences, including the general public and policymakers.

Accomplishments:

- Provided end-to-end communication solutions for programs across 6 branches and 50+ laboratories
- Developed 50+ communication products and dozens of communications and marketing campaigns
- Improved project management and communication for 28 projects worth \$4 mil in FDA funding
- Managed redesign of a 100-page intranet site
- Led internal communication support for 400 member Division

Honors

BryterCX | Recognition Award, February 2021

The Webby Awards | Honoree - Websites and Mobile Sites School/University, 2021

GACS | Sparty Award (Obsessed With Finding a Better Way), January 2020

CDC | Outstanding Performance Award, 2018

Tools

AI (Claude, ChatGPT, Copilot, prompt engineering)
Chatbot (Qualified)
CRM/Marketing automation (Zapier, Hubspot, Salesforce, Marketo, Active Campaign, Nimble)
Email service providers (Pardot, Mailchimp, Marketo, Eloqua, Act-On, Mailchimp, HubSpot, Emma)
Productivity/collaboration (Smartsheets, Basecamp, Microsoft Project, Asana, Monday, Notion, Slack)
CMS (Drupal, Wordpress, Squarespace, Finalsite, Blackbaud, SharePoint, Wix, Drupal)
Events (Eventbrite, CVENT, Zoom, Teams, GoToMeeting, Facebook Live)
SEO (SEMRush)

Social posting platforms (Buffer, Later, Sprinklr)
Social platforms (Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube)
Analysis (Google Analytics/ Data Studio, Hotjar, SPSS, R, Tableau, SQL)
Design (Canva, InDesign, Photoshop, VPTs)
Microsoft Office products
Mac products
GSuite
Programming (HTML, Claude Code)
Advertising (Google AdWords, LinkedIn, Meta, Twitter, 6Sense)
PR (HARO, Global Newswire)
Marketing intelligence and social listening (Sysomos, Meltwater, 6Sense)