


Well-behaved women
seldom make history.
Laurel Thatcher Ulrich



Abby Bartholomew [She/Her] · 3rd

HBIC of Smartass & Sass | Co-Creator of Escape Lincoln
Lincoln, Nebraska, United States · [Contact info](#)

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Activity

221 followers

Abby Bartholomew reshared a post · 1mo

The last 5+ years at [Smartass & Sass](#) have been an incredible, wild ride—and we are gearing up for our next big adventure! 🥳 ...show more

Invest in Smartass & Sass: 🍷 A monthly subscription box—and online shop—for mouthy mofos.

[wefunder.com](#) · 7 min read



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Experience



HBIC & Co-Founder

Smartass & Sass · Full-time

Oct 2016 - Present · 5 yrs 9 mos

Lincoln, Nebraska Area

My Co-Founder and I started this business because we are sarcastic souls, and now our love of four-letter words has grown into a seven-figure business. My current day-to-day responsibilities ir ...see more



Co-Creator

Escape Lincoln

Aug 2015 - Present · 6 yrs 11 mos

Lincoln, Nebraska Area

As a co-creator and co-founder, my partner and I do it all. We are responsible for finances, operations, purchasing, room design, marketing and promotion, corporate relationships, room supervisi ...see more



IBM

4 yrs 11 mos

- Employment Branding - Operations Manager**

Jul 2015 - Apr 2016 · 10 mos

Lincoln, Nebraska Area

As our team's operations manager, I help define, develop, and implement processes including scope definition, overall implementation strategy, resource plans, financial plans, risk plans, quality | ...see more

- Senior Project Manager**

May 2013 - Jul 2015 · 2 yrs 3 mos

Lincoln, Nebraska Area

Many of my duties have carried over from my previous role. I manage all aspects of client communication, timelines, tasks and deliverables. The Employment Branding team helps com ...see more

- Project Manager**

Jun 2011 - May 2013 · 2 yrs

I am a member of the Employment Branding team and my biggest responsibility is managing all aspects of client projects such as timelines and specifications. Our team helps companies recognize 1 ...see more



Account Manager

the minnow PROJECT

Apr 2010 - May 2011 · 1 yr 2 mos

I managed all aspects of designated client projects, developing comprehensive schedules and detailed plans of execution. I drafted estimates and proposals and handled client invoicing. I also proo ...see more



Graphic Communications

Nebraska Department of Health and Human Services

Jun 2009 - Aug 2010 · 1 yr 3 mos

I provided graphic design assistance for the Nutrition and Physical Activity Program as well as the Cardiovascular Health Program designing collateral, outdoor advertising, branded informatio ...see more

[Show all 9 experiences →](#)

Education



University of Nebraska-Lincoln

Master of Arts - MA, Marketing, Communications and Advertising

2010 - 2013




University of Nebraska-Lincoln

Bachelor of Journalism - BJ, Advertising

2005 - 2009

Skills

Advertising

 Endorsed by 6 colleagues at IBM


 13 endorsements

Social Media

 Endorsed by 5 colleagues at IBM

 7 endorsements

Management

 Endorsed by 4 colleagues at IBM

 7 endorsements

Show all 17 skills →

Recommendations

Received

Given



Dale Drilling, MBA · 3rd

Director, Field Services, SICK USA


May 28, 2010, Dale was Abby's client

Our firm hired Abby to develop and produce our organization's marketing materials. Abby's work was creative, thoughtful and professionally produced. I personally appreciated how she interacted with our staff throughout the discovery process which showed her tenacity for getting the job done right. We were very happy with the results and I would recommend Abby's work to anyone seeking a gr ...see more

Honors & awards

Time to Care Recipient

Issued by Kenexa · Jan 2012

 Associated with Kenexa

Chosen as one of twenty employees in 2012 to donate full-time efforts to a nonprofit of their choice for three months. I volunteered for First Book developing awareness and an advisory board in Denver, CO.

2011 Hartman Center Grant Recipient

Issued by Duke University · Jan 2011

Provided travel funding to visit the Hartman Center archives. Used for research of JWT Agency graduate professional project.

2011 Hitchcock Graduate Fellowship

Issued by University of Nebraska-Lincoln · Jan 2011

Provided additional funding to visit the Hartman Center to complete academic research.

Show all 4 honors & awards →

Interests

Companies

Groups

Schools



Cratejoy

2,764 followers



Escape Lincoln

16 followers

Show all 8 companies →