

Abigail Woodward

Objective

To be a Digital Media Specialist, who will work closely with the Marketing Department to develop and implement an outstanding campaign to promote the company's goals and increase online engagement.

Education

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION | SPRING 2018 (EXPECTED) | ROCHESTER INSTITUTE OF TECHNOLOGY

- Major: New Media Marketing
- Immersion: Advertising & Public Relations

ASSOCIATE IN SCIENCE IN BUSINESS | FALL 2015 | MONROE COMMUNITY COLLEGE

- Major: Business Administration

Projects

RIT- Advertising and Promotion Management (Spring '16)

Created a Campaign for Facebook's custom audiences, created multimedia such as pamphlets, graphics, and a video for Facebook.

RIT- Internet Marketing (Spring '16)

Created an internet based Marketing campaign for the local Little Theater, created promotional images such as pop-up banners and blog posts to help increase awareness for the Little.

Skills

PROJECT MANAGEMENT

- Lead multiple teams of four to ten people of different skills to come together for a common end goal, as well as smaller goals throughout the process. Provided a positive environment, while also solving interpersonal conflicts. Created a timely schedule for projects and successfully maintaining said schedule.

TECHNICAL SKILLS

- MS Word, MS Excel, MS PowerPoint, Minitab, Adobe Photoshop, Social Media Marketing, Web Page Creation & Design (HTML, CSS), Drupal, Facebook Insights, YouTube Analytics, Twitter Analytics, and Constant Contact.

Experience

SOCIAL MEDIA COORDINATOR | RIT AUXILIARY SERVICES | JANUARY 16TH- PRESENT

- Collaborating in a team to create and implement content for RIT Dining Services and Global Village, analyzing said results and recommending actions to increase reach and engagement.

RETAIL MARKETING ASSISTANT | BARNES & NOBLE @ RIT, RIT DIGITAL DEN | AUGUST 28TH 2017- DECEMBER 16TH, 2017

- Kept social media accounts up-to-date and in-brand with RIT, created digital promotional materials for RIT's Message Center, created print promotional materials such as in-store signs, event posters, and coupons, planned in-store events to strengthen the relationship with the RIT community, lead and managed a small team during in-store events.

SOCIAL MEDIA INTERN | RIT VENTURE CREATIONS INCUBATOR | JULY 10TH 2017- AUGUST 25TH 2017

- Updated social media accounts to foster relationships between the RIT community and stakeholders in the New York State technology startup community. Created the first newsletter for VCI. Advised startup client's social media accounts. Updated social media accounts with new graphics. Created content for website and newsletter in the form of articles and pictures.

OPERATIONS TEAM MEMBER | SAVERS | APRIL 2015-JUNE 2017

- Helped with community outreach and events. Assessed customer needs and responded to questions. Communicated with a team in a fast-paced environment. Provided professional and courteous customer service at all times.