

ABBIE HUNT

ABBIEHUNT.COM

SUMMARY

Marketer with 6+ years experience developing and leading marketing campaigns. Currently working on my Masters in Emerging Media at the New Media Institute at the University of Georgia where I'm learning how to develop and design websites with the user experience being the focal point.

CONTACT



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South Georgia

EDUCATION

UNIVERSITY OF GEORGIA

Master of Arts - Emerging Media

2022 - 2024

VALDOSTA STATE UNIVERSITY

Bachelor of Business Administration - Marketing with minor In Advertising

2012 - 2018

SKILLS

Web Design - User Experience -

Canva - Figma - Adobe Suite -

Google Analytics 4 - Visual Studio

Code - Xcode - CSS/HTML -

Javascript - SwiftUI - Storytelling -

Creative Direction - Design - Writing

- Ideation - Content Creation - Social

Media Management - CRM

Management - Branding - Event

Planning - Community Outreach

EXPERIENCE

ASSOCIATE DIGITAL MARKETING SPECIALIST

Macmillan Publishing | New York, New York

2022 - Present

- Develop and execute campaigns across print and digital solutions
- Create content for a variety of channels including email, paid/organic social media, virtual events and webinars, display ads, web, etc
- Work with a various marketing systems including: Khoros, Marketo, Salesforce, Google Analytics, and Asana
- Redesigned Community website for better customer experience based on focus group discussions and field research

MARKETING SPECIALIST & CRM MANAGER

Valdosta State University | Valdosta, GA

2020 - 2022

- Developed content for website and internal/external communications
- Worked with vendors to produce business advertising materials
- Analyzed and troubleshooted CRM system (Slate)
- Designed, developed, tested and implemented new processes, such as lead management, campaign creation, and internal workflows
- Delivered regular reporting on audience and email performance

MARKETING REPRESENTATIVE

American Home Medical Equipment | Valdosta, GA

2018 - 2020

- Created and executed sales presentations to potential/current clients
- Implemented client specific marketing plans based on office specialization
- Designed marketing materials to use in sales presentations

MARKETING DIRECTOR

Chick-Fil-A | Valdosta, GA

2017 - 2018

- Oversaw all social media pages for restaurant
- Managed all community partnerships and events
- Ensured corporate brand and operational guidelines were adhered to
- Planned, organized, and executed event logistics