

ABIGAIL RICHARDS

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PROFESSIONAL SUMMARY

I am a motivated, detail-oriented and creative college student with extensive knowledge of effective social media, personal branding, and working well with staff. I am committed to accurate and detailed research, as well as providing creative and effective content to specific audiences.

CREATED WEBSITES

- <https://www.the-divinefeminine.com>
- <https://dilldinkers.com>

ACCOMPLISHMENTS

- 3.9 GPA at Howard Community College while earning an Associate's degree.
- Achieved effective website designs through numerous software such as Wix, Godaddy, Adobe Creative Cloud, Procreate and some basic coding.
- Published writer for campus newspaper at Howard Community College
- Countywide awards for short stories and poetry
- Successfully withheld several jobs throughout college
- JV Girls Lacrosse Captain at Hammond High School

SKILLS

- Market Trends Analysis
- Detail-Oriented
- Strategic Marketing
- Time Management
- Complex Problem Solving
- Social Media Campaigns
- Marketing and Advertising
- Content Curation
- Digital Marketing Strategy
- Online Presence Monitoring
- Social Media Strategy
- Brand Development
- Brand Messaging
- Reputation Management
- Adobe Creative Suite
- Calendar Management
- Social Media Best Practices
- Content Management
- Brand Promotion
- Adobe Creative Cloud
- Content Marketing
- Digital Media

WORK HISTORY

Marketing Coordinator - Dill Dinkers Pickleball - Columbia, MD/01.2022 - Current

- Boosted brand awareness with target customer demographics with social, print and email campaigns.
- Composed daily posts for social media and helped build corporate presence on Twitter, Facebook and Instagram.
- Tracked and reported on marketing campaign responses.
- Revitalized web content and social media profiles with new and interesting content.
- Utilized market trends and target audience statistics to effectively and appropriately market products.

Daycare Assistant - Kelly - Columbia , MD/06.2021 - Current

- Used patience, skill and various behavior modification techniques to maintain order and safety.
- Maintained clean, neat and hazard-free areas to protect kids, personnel and families.
- Taught children to organize toys, wash hands and share by leading by example.

Professional Dog Walker - Wag! Dog Walking - Columbia , MD/03.2021 - Current

Summer Nanny - Wesley Jackson/06.2019 - Current

Professional Nanny - Minutes4Moms/09.2019 - 02.2020

Summer Nanny - Halal Jordan/06.2018 - 08.2018

Equestrian Facility Caretaker - Columbia Horse Center/02.2012 - 08.2016

Equestrian Instructor - Columbia Horse Center/02.2012 - 08.2016

EDUCATION

Towson University - Baltimore, MD / Expected in 05.2024

Bachelor of Arts: Mass Communications

Howard Community College - Columbia, MD / 06.2022

Associate of Arts: Mass Communications

Hammond High School - Columbia, MD / 05.2020

High School Diploma