

# CAMRYN ABBATE

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📍 Stamford, CT

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## EDUCATION

**Bachelor of Arts, Interdisciplinary Studies: Digital Interactive Media Arts & Business**

*GPA 3.26, December 2023*

**Western Connecticut University**

## PORTFOLIO

- [www.camrynabbate.com](http://www.camrynabbate.com)

## TOOLS & PLATFORMS

- **Email Marketing:** Klaviyo
- **Social Media:** Facebook, Instagram, TikTok, Snapchat
- **Email & Social Media Analytics:** Campaign Monitor, Sprout Social, Facebook & Instagram Insights
- **UI/UX:** Figma
- **Website Development:** Basic HTML
- **Website Builder:** Google Sites, WordPress, Adobe Portfolio, Wix
- **Graphic Design & Editing:** Canva, Photoshop, Placelt
- **Video Editing & Effects:** Final Cut Pro, Premiere, iMovie
- **Audio Production:** Adobe Audition
- **Augmented Reality:** Adobe Aero
- **Productivity:** Excel, Office, G-Suite

## RELEVANT COURSES

- Hubspot Content Marketing Certified
- Facebook Blueprint
- Principles of Marketing
- Marketing Communications
- Social Media Marketing
- Video Production & Post Production
- Web Production

## PROFILE

Recent college graduate displaying a blend of right-brain creativity and left-brain analytical skills. Hands-on experience from four internships in areas spanning email management, e-commerce, graphic design, content creation, and analytics.

## INTERNSHIP EXPERIENCE

### Digital Creative & Email Intern

#### The Wildflower Group (Brand Licensing & Marketing Firm)

📅 May 2022 - August 2022

📍 Hoboken, NJ

- **Ecommerce:** Enhanced product presentation on Shopify sites by creating over 400 digital mockups of merchandise.
- **Email Marketing:** Led the email marketing process for multiple ecommerce brands: designed emails, created custom graphics, wrote copy, conducted link testing, proofread emails, and scheduled sends. (~500 emails)
- **Photo Editing & Shoot Management:** Orchestrated in-house photo shoots and used Photoshop for photo editing.
- **Graphic Design:** Strengthened brand consistency across web, social media, and email channels by designing a variety of digital assets.
- **Copywriting:** Wrote subject lines and persuasive copy to improve email newsletter performance.

### Digital Marketing Intern

#### Beeby, Clark & Meyler (Performance Marketing Agency)

📅 June 2021 - August 2021

📍 Stamford, CT

- **Search Engine Optimization (SEO):** Enhanced organic search visibility and website accessibility by authoring alt-text copy for 25+ website images.
- **Content Editing:** Ensured error-free, brand-consistent copy by proofreading and editing content across more than 50 website pages.
- **Competitive Analysis:** Identified differentiation opportunities in competitors' paid social media strategies by conducting thorough analyses.
- **Social Media Analytics & Reporting:** Supported data-driven decision-making by compiling monthly social analytics for supervisor analysis.

### Email & Social Media Intern

#### Colangelo Synergy Marketing (Marketing Agency)

📅 May 2019 - Dec 2020

📍 Norwalk, CT

- **Content Assessment:** Informed content choices for future emails by recording content popularity, ensuring a data-driven approach to content decisions.
- **Email Performance Tracking:** Populated a monthly email metrics dashboard with key performance indicators (KPIs) from Campaign Monitor.
- **Social Media Analytics Reporting:** Communicated the effectiveness of brands' organic social strategy by developing monthly reports using Sprout Social.

### Recruiting Intern

#### Excel Partners (Professional Recruiting Firm)

📅 Oct 2019 - Dec 2019

📍 Norwalk, CT

- Utilized online databases to source candidates for open positions.
- Evaluated applicants based on their expertise, skills, and experience to match them with suitable job openings.
- Updated the company's database with contact details of clients and candidates.
- Coordinated with potential candidates to schedule interviews.