

Abigail Wicker

Content Marketing Specialist at Spacesaver, specializing in strategizing and executing effective marketing campaigns

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EXPERIENCE

Spacesaver, Fort Atkinson, WI — *Content Marketing Specialist*

July 2023 - Current

Strategized comprehensive marketing plans and executed projects encompassing advertising, email, and social media marketing. Demonstrating ownership and accountability for project success. Proficient in crafting engaging copy across various content platforms.

Inspired by Abby, Owner and Marketing Enthusiast

November 2023 - Current

Crafting social media strategies and marketing campaigns for local businesses. Building brand awareness and engagement through content creation and strategic planning.

Sub-Zero Group, Fitchburg, WI — *Product Marketing Internship*

June 2022 - May 2023

Monitor competitive landscape while providing strategic direction for product features, benefits, and roadmaps.

First Year Experience, UW-Whitewater — *Peer Mentor*

August 2020 - January 2022

Mentor for incoming freshmen during their first semester. First resource to ensure student confidence with campus and classes.

EDUCATION

University of Wisconsin-Whitewater, Whitewater, WI *Marketing BBA | Spanish Minor*

May 2023 Graduate | Business GPA 3.2 | Spanish GPA 3.6

LEADERSHIP EXPERIENCE

2021-2022: UW-Whitewater, Empower President

2021-2022: UW-Whitewater, PSE Vice President of Social Media

SKILLS AND VALUES

Vision | Leadership | Confidence

Proficient in strategizing and executing social media, email, and advertising campaigns. Skilled in setting and achieving goals, prioritizing situations, and communicating within a team. Experienced in managing social media platforms such as Instagram, Facebook, and LinkedIn.

ORGANIZATIONS

EF Education First

Collaborating with EF, promoting their brand while gaining Marketing and International Exposure skills.

UW-Whitewater Pi Sigma Epsilon

Business Marketing and Sales Co-Ed Fraternity.

UW-Whitewater Empower

Empower the community through volunteer work; selecting the student speaker for commencement.

VOLUNTEER EXPERIENCE

Rose Sales During Commencement

- Rose preparation and sales to raise scholarship money for students at UW-W.

Jefferson County Humane Society

- Raised over \$1,500 by hosting fundraising events.