

Abigail Roche

ABOUT ME

I am driven by my love of learning about emerging brand and social strategies, creative briefs, and cultural trends. As a self-motivated team player, I enjoy working on projects that help people connect over the big and small things in life. Between my seven years of experience and enthusiasm, I would be a great addition to your team.

LET'S GET IN TOUCH!

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PROFESSIONAL EXPERIENCE

Marketing Strategist

[TrailBlaze Creative](#) | [May 2024 - Present](#)

- Support brand and content strategies for major client accounts by translating business challenges into creative opportunities
- Shepherd the planning and execution of promotional activities, email newsletters, social media posts, rebranding campaigns, and special events from conception to completion
- Nurture direct client relationships by fostering trust and collaboration through high attention to detail and communication skills
- Create processes to ensure department efficiency and project coordination with internal project management tools

Cultural Strategist & Connections Manager

[VML](#) | [February 2022 - February 2024](#)

Clients: [Ford Motor Company](#), [Pearson+](#), [Dell Technologies](#), [Microsoft](#), [Newell Brands](#), [Sam's Club](#), and [Signature Brands](#)

- Key accomplishments include winning two Bronze Effies for the Pearson+ strategy, creating viral posts that received the highest engagement of the year for Dell Technologies, and winning "Rookie of the Year"
- Spearheaded content and engagement strategies for clients' social portfolios, leveraging community and cultural insights from social listening and audience-first research to inform strategic decisions
- Strategically informed agency and client decisions by providing comprehensive analyses of competitors' social activities, successful campaigns across various industries, platform updates, and emerging internet trends through weekly presentations and reports
- Oversaw community management strategies for global and North American teams, ensuring alignment with monthly social content calendars and overseeing daily community interactions to maintain brand consistency
- Developed content strategies for quick-turnaround deliverables, aligning with client preferences and brand guidelines to maintain consistent and impactful messaging across platforms

Digital Marketing Specialist

[Freelance](#) | [August 2020 - October 2023](#)

- Developed cohesive brand identities for small businesses by partnering with owners to deeply understand their target markets and objectives
- Grew organic website traffic and inbound leads for each client
- Crafted SEO-optimized copy, designed website pages, provided strategic guidance on social media content, and developed materials to enhance brand voice consistency across all platforms
- Utilized superior oral and written communication skills to efficiently translate client's vision into a reality

Marketing Assistant & Social Media Associate

[Big Barker](#) | [October 2016 - April 2018](#); [June 2020 - January 2022](#)

- Results include growing Twitter following by 72%, more than doubling the amount of website traffic received from Pinterest over the first 12 months, and increasing daily views from 200 to 3,000 views on YouTube in the first month
- Authored weekly blog content, incorporating SEO best practices across all digital platforms to maximize visibility and engagement
- Developed and led the 'Before and After' case study video series, creating a streamlined process for sourcing customer experiences and showcasing impactful stories to drive campaign success

Podcast Production Intern

[The Brava Podcast™](#) | [March 2020 - September 2020](#)

- Created the #BravaCityGuide to support women-owned businesses during the COVID-19 pandemic through community outreach and press releases

Disney College Program Cast Member

Walt Disney World | August – December 2019

- Recognized by guests, leaders, and peers for high levels of service with Applause-O-Gram and Four Key Awards
- Ensured guests' needs were being met while maintaining Walt Disney World's safety, brand, and efficiency procedures
- Completed career development classes with Disney faculty to further develop my leadership skills

Marketing Intern

CSC | June – August 2019

- Completed in-depth competitive analysis and keyword research to identify new marketing opportunities for CSC with SEMRush and Google Analytics
- Assisted in the creation of marketing materials, including sales collateral, presentations, white papers, webinars, training materials, paid advertisements, emails, and a social media repository

VOLUNTEERING EXPERIENCE

Social Media Specialist Volunteer

Ruth Ellis Center | February 2024 – Present

- Developed a comprehensive social media strategy by conducting a detailed audit, leveraging insights from successful nonprofit campaigns, defining content pillars, and providing tools to drive effective campaigns
- Design compelling social media content to advance the Ruth Ellis Center's mission and maintain a consistent online presence
- Supported the live event, *Catfight for the Crown*, through weekly meetings, event-specific content creation, and ongoing logistical and creative assistance

ACADEMIC BACKGROUND

University of Pittsburgh

Bachelor of Arts in Media and Professional Communications, December 2021

- Cumulative GPA: 3.81
- Corporate and Community Relations Certificate
- Phi Sigma Pi Vice President, Enactus Recruitment Chair, and Phi Eta Sigma Member

PROFESSIONAL SKILLS

Brand Strategy
Social Media Strategy
Consumer & Cultural Insight Mining
Omnichannel Marketing
Research & Analysis
Creative Brief Development
Client Engagement

Leadership
Collaboration
Communication
Critical Thinking
Problem-Solving
Adaptability
Public Speaking

CERTIFICATIONS

Meta-Certified Media Planning Professional
Meta-Certified Community Manager
Twitch Gameplan
TikTok CAP University
YouTube Strategy
Facebook and Instagram Ads
Direct-Response Copywriting Specialist

ACCOLADES

"Abby was an important and well-liked member of our team and gets my highest recommendation!"

"It is not easy to translate someone's vision into a reality, let alone trust someone else in that role. However, Abby did just that. She made my dreams come true!"

"Not only would Abby be on the digital frontlines, engaging across social platforms with small- and medium-business audiences on behalf of @DellTech, but she would also zoom out and be able to present and articulate internet culture to internal and client teams, expressing why it matters for brands and how they can action on shared social insights."

"Abby is an extremely dependable, intelligent, personable, and resourceful individual."

"When it comes to aligning brands to social and cultural trends, she's a rockstar and was even responsible for the securing massive engagement spikes year over year."