



## Contact



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[LinkedIn Profile](#) | [Abby Wilde](#)



Parkesburg, PA

## Education

### Masters of Business Administration

West Chester University | West Chester, PA | 2023

### Bachelor of Science | Marketing

Manhattan College | Riverdale, NY | 2022

## Skills

- HubSpot and Sprout Marketing Software
- Adobe Photoshop, InDesign, and Lightroom
- Beacon--Link in Bio Program
- WordPress Website Software
- Email Marketing
- Social Media Marketing
- Project Management
- Content & Campaign Planning
- Influencer/Brand Collaboration
- Video/Photo Production & Editing

## Involvements

- NCAA Division I Women's Volleyball Team (2018-2022)
- Social Media freelance work for Philadelphia Phillies X King Swings
- Student Athlete Advisory Committee Member (2018-2022)
- Lead Panelist for Student Veterans and Student Government Leadership Panel (2022)
- NLI Sponsorship with Cameeli Athletics and Barstool Sports (2019-Present)

# Abby Wilde

Ambitious and organized MBA graduate with over four years of relevant industry experience. Through my experience, I have developed competencies, ranging from integrated marketing communication to digital marketing strategy and implementation. I would be eager to find a role within an organization where I can use my education and skills to drive and initiate substantial growth within a company and expand my knowledge in the business industry.

## Experience

### Social Media Manager

#### King Swings | Parkesburg, Pennsylvania

May 2024-Present

- Directed digital content strategies to enhance brand equity, awareness, and customer acquisition, effectively positioning King Swings in a competitive market.
- Collaborated with cross-functional teams, including sales, digital marketing, creative, and third-party agencies, to ensure cohesive messaging and brand alignment.
- Managed the content calendar to maintain consistency and quality across all platforms, driving audience engagement and brand loyalty.
- Developed and curated engaging social media content for multiple platforms, including Instagram, TikTok, Pinterest, YouTube, Facebook, and LinkedIn, leading to significant growth in both following and engagement metrics.
- Partnered with celebrities, professional athletes, and professional sports teams to create compelling campaigns that resonated with target audiences, enhancing brand visibility and credibility.
- Executed in-house content creation, including photography, videography, and editing, to produce high-quality visuals that capture the essence of the brand and its products.
- Analyzed performance metrics and audience insights to refine content strategies, resulting in a marked increase in overall engagement and follower growth across all social media accounts.

### Marketing Assistant & Web Designer

#### Cooper Building Services | Frederick, Maryland

May 2022 - March 2024

Cooper Building Services is a U.S Government contracting agency. As a Marketing Assistant and Web Designer my core responsibilities includes:

- Planning, Developing, and Designing the company website. Including elements such as functionality, navigation, aesthetics and more.
- Working with the lead Engineers to design and publish different project pages.
- Working with the lead Marketing supervisors to create visual PowerPoints, pamphlets, portfolios, and flyers.
- Handling all composition, color, illustration, typography, and branding for a range of projects.

### Freelance Marketing Coordinator

#### Pottstown Rumble Volleyball | Pottstown, PA

April 2023-Present

- Oversee the social media accounts for the largest grass doubles volleyball tournament in the world.
- Help coordinate the weekend event as well as the videography and digital marketing that takes place.