

# Abigail Shaw

Remote or Relocation • [shawabigail11@gmail.com](mailto:shawabigail11@gmail.com) • [Portfolio](#) • [LinkedIn](#)

## Professional Summary

Communications and PR professional who has worked in design, media, and marketing roles across publishing, health care, and sustainability industries. I enjoy working with nonprofits and mission-forward companies to help them push their bottom line so they can continue to focus on their mission-oriented goals.

## Skills & Tools

### Core Skills

Strategic Communications · Brand & Narrative Development · Team Leadership · Systems & Process Design · Publicity & Media Relations · Event Promotion · Press Kit Development · Campaign Strategy · Brand & Narrative Development · Audience Engagement · Event Planning & Coordination · Copywriting & Editing · Community Outreach · SEO/SEM · Google Analytics · Adobe InDesign · Cross-Functional Collaboration · Stakeholder Engagement · Internal & External Communications

### Tools & Platforms

Adobe Creative Suite (InDesign) · UI/UX · Webflow · Canva · Google Analytics · HTML · Chicago Manual of Style · Microsoft Office · Social Media Platforms · Muck Rack · CRMs · GHL

## Professional Experience

### Marketing Strategist Lead, Social Media Manager | Active Family Chiropractic | 2/2024–3/2026

- Drove measurable growth in visibility, engagement, and operational efficiency through data-driven marketing, AI-enabled content systems, and cross-channel campaign execution.
- Achieved a #2 Google SEO/SEM ranking within 90 days by overhauling website copy; delivered 3× industry-standard CTA performance on geofencing ads and sustained a 98% OTT ad completion rate.
- Built and launched a brand-safe AI marketing avatar, reducing content creation time by 30% and enabling sales and marketing teams to focus on outreach and strategy.
- Led a cross-functional communications, PR, and social media team of 10, overseeing campaign development, trend adoption, and AI integration.
- Spearheaded a company-wide rebrand, launching a more interactive, patient-focused website, executing A/B-tested campaigns across social, geofencing, and OTT platforms, and implementing interactive patient forms to streamline workflows and strengthen retention.

### Marketing & Operations Lead | Snow Horse Marketing (Remote, contract) | 2/2023–4/2024

- Rebuilt a startup's sales and marketing operations, designing scalable onboarding systems and automated workflows that reduced client ramp-up time and drove a 40% increase in revenue.
- Developed data-driven sales decks, reengineered prospecting processes, and trained BDR/SDR teams, shortening sales cycles by 25% within the first year.
- Owned the end-to-end sales and marketing lifecycle, contributing across sales execution, campaign management, hiring, creative development, and operations.
- Led a website redesign aligned to the company's niche ideal customer, optimizing creative, messaging, and SEO/SEM performance.

### **Social Media and Member Manager** | Funtime Fitness | 1/2022–2/2024

- Drove a 45% increase in annual memberships by executing targeted paid and organic social campaigns focused on college students, families, and parents.
- Built a cohesive digital brand presence by launching a unified website and aligned social media accounts, increasing local awareness and engagement among younger demographics.
- Designed and deployed in-gym marketing assets, including informational posters and a large-scale mural, to enhance member experience and reinforce brand identity.
- Planned and executed member acquisition and retention events, strengthening community presence and supporting sustained membership growth.

### **Editorial Intern** | Hastings Press (Hybrid) | Spring 2021

- Contributed to the editing and production of *The Shining Road* and *Faces of Hastings*, gaining hands-on experience across the full publishing lifecycle from acquisition through marketing.
- Utilized Track Changes, version control, and Adobe InDesign to support editorial revisions and layout production while collaborating with cross-functional teams.

### **Additional Leadership Experience**

#### **Barista Manager** | (2017–2023)

- Managed daily operations and staff training; maintained service standards and team performance.

#### **Framing Manager** | (2020)

- Oversaw client projects and improved internal workflows to support efficient delivery.

### **Volunteer Experience**

#### **Marketing Consultant** | Green Team Academy

- Developed strategic storytelling frameworks to amplify global sustainability initiatives and partner messaging.

#### **Grant Writer** | Women+ in Climate Tech & Do Good Mission

- Secured grant funding through clear, results-oriented proposals aligned with organizational objectives.

### **Education & Certificates**

#### **B.A. in Publishing** | Hastings College | May 2021

Summa Cum Laude (4.0 GPA) | Minors: Writing, Design, Psychology

#### **Google Analytics 4 (GA4) Certification** | Google | January 2026

#### **Public Relations Certification** | Saylor University | May 2026

#### **Technical Writing Certification** | Saylor University | In Progress