

Abigail *Shaw*

CREATIVE PORTFOLIO · SELECTED WORKS · 2022-2026

Multi-industry creative with a research backbone. I've taken brands from concept to conversion across healthcare, tech, B2B, nonprofit, and sustainability by building ad suites, campaign systems, and the copy that makes people click.

Snow Horse Marketing

DISPLAY AD SUITE · WEB, SOCIAL, DISPLAY · CONCEPT TO LAUNCH

SNOW HORSE MARKETING

IT'S AS EASY AS A ROUND OF GOLF

JOIN NOW

Let us take the reins when it comes to your company's digital marketing.

- Save Time
- Save Money
- Move Your Bottom Line

This vertical display ad features a green background with a golf club. The headline is 'IT'S AS EASY AS A ROUND OF GOLF'. Below the headline is a 'JOIN NOW' button. The subtext reads 'Let us take the reins when it comes to your company's digital marketing.' At the bottom, there are three icons: a clock for 'Save Time', a hand holding a dollar sign for 'Save Money', and a bar chart for 'Move Your Bottom Line'.

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B2B digital marketing campaign across display and social. Headline: 'It's as easy as a round of golf.'

abigailshaw.co/portfolio
shawabigail11@gmail.com

Snow Horse Marketing

DISPLAY AD SUITE · WEB, SOCIAL, DISPLAY · CONCEPT TO LAUNCH



Your priority?
Being the CEO.

Our priority?
Perfecting your digital brand.



Snow Horse Marketing



 SNOW HORSE MARKETING

ELEVATE YOUR CEO GAME

—

Leave the digital marketing to us.



 SNOW HORSE MARKETING

ELEVATE YOUR CEO GAME

—

Leave the digital marketing to us.

 Save Time  Save Money  Move Your Bottom Line



Time
/tīm/

—

the thing you'll have more of when you delegate your marketing with Snow Horse



www.SnowHorseMarketing.org

Developed distinct creative variations from a single brief — testing message resonance across B2B audience segments.

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shawabigail11@gmail.com

Snow Horse Marketing

DISPLAY AD SUITE · WEB, SOCIAL, DISPLAY · CONCEPT TO LAUNCH

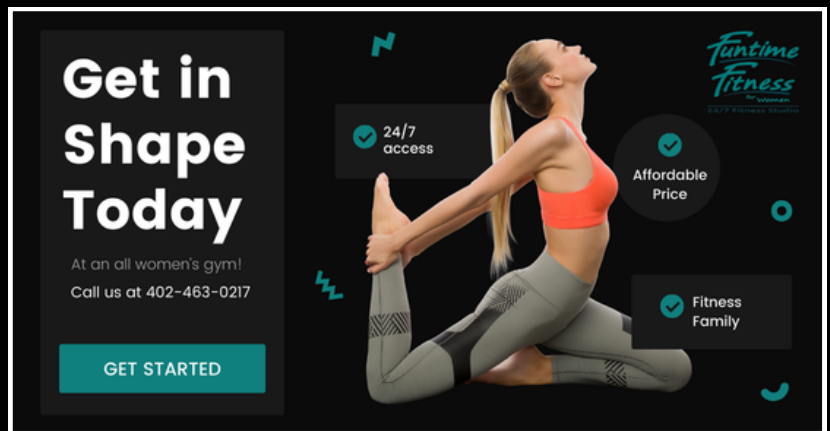


Designed audience-segmented variations for A/B testing across enterprise, small business, and women CEO segments.

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Funtime Fitness

SOCIAL AD CAMPAIGN · FACEBOOK & INSTAGRAM · MULTIPLE CREATIVE CONCEPTS · CONCEPT TO LAUNCH

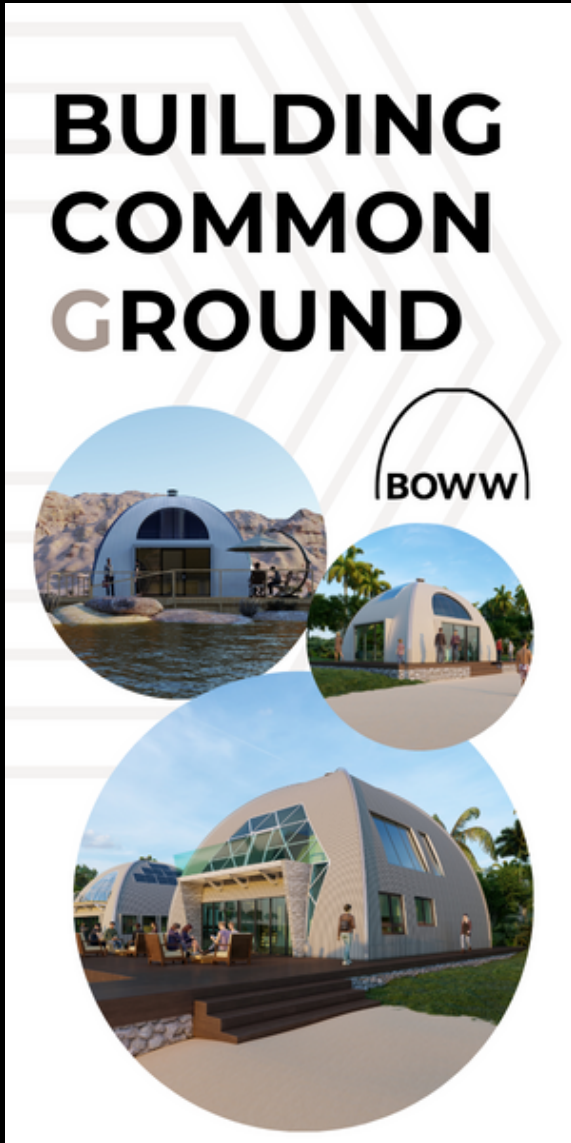


Drove a 45% increase in annual memberships through targeted paid and organic social campaigns.

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BOWW

BUILDING COMMON GROUND CAMPAIGN · 300×600 · 300×250 · CONCEPT TO LAUNCH



Alternative architecture brand. 'Building Common Ground' — dome structure display ad suite across multiple IAB sizes.

BOWW


BUILD OUTSIDE THE BOX CAMPAIGN · 970×250 · 300×600 · 300×250 · CONCEPT TO LAUNCH




Second campaign concept: 'Build Outside the Box' — bold typographic approach across banner and display formats.

Two Sisters Ecotextiles

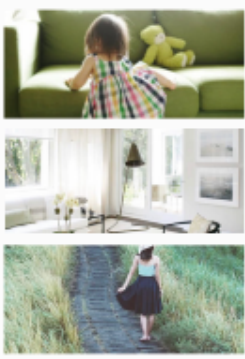
DISPLAY AD SUITE · 160×600 · 300×250 · 600×600 · CONCEPT TO LAUNCH



 two * sisters
ECOTEXTILES

Color is not the most important thing, a lasting, sustainable fabric is.

BUY NOW



 two * sisters
ECOTEXTILES

Color is not the most important thing, a lasting, sustainable fabric is.

BUY NOW



 two * sisters
ECOTEXTILES

BUY NOW



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BUY NOW



'Color is not the most important thing, a lasting, sustainable fabric is.' — Full IAB display suite from concept to launch.

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Grand Welcome

DISPLAY AD SUITE · 300×600 · 728×90 · CONCEPT TO LAUNCH



 **GRAND WELCOME**

IT'S TIME TO SWITCH YOUR VACATION RENTAL MANAGEMENT COMPANY!

let's chat!
435-254-8580

Just Signed



 **GRAND WELCOME**

IT'S TIME TO SWITCH YOUR VACATION RENTAL MANAGEMENT COMPANY!

let's chat! **435-254-8580**

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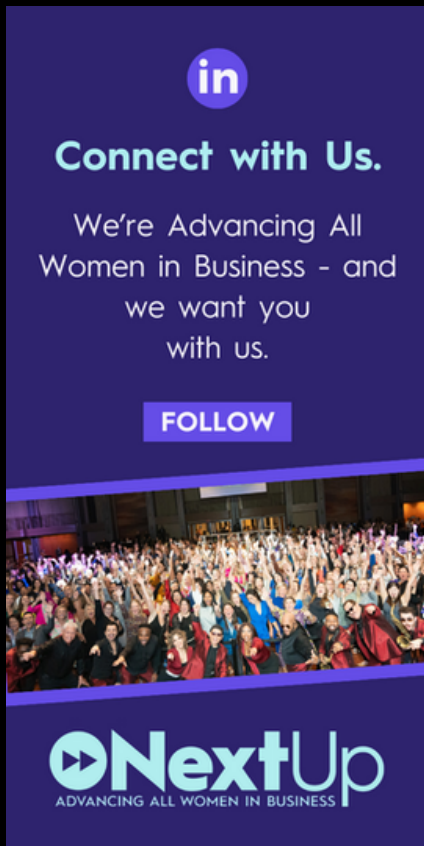
Just Signed

Vacation rental management campaign. 'It's time to switch your vacation rental management company!' — display suite.

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NextUp

LINKEDIN + DISPLAY SUITE · 970×90 · 300×250 · 300×600 · BRAND-ADHERENT PRODUCTION



in

Connect with Us.

We're Advancing All Women in Business - and we want you with us.

FOLLOW

NextUp
ADVANCING ALL WOMEN IN BUSINESS



in

Connect with Us.

We're Advancing All Women in Business - and we want you with us.

FOLLOW

NextUp
ADVANCING ALL WOMEN IN BUSINESS



NextUp
ADVANCING ALL WOMEN IN BUSINESS

Learn More



NextUp
ADVANCING ALL WOMEN IN BUSINESS

Learn More



NextUp
ADVANCING ALL WOMEN IN BUSINESS

LEARN MORE



NextUp
ADVANCING ALL WOMEN IN BUSINESS

LEARN MORE

Sized and produced within established brand guidelines. Nonprofit focused on advancing all women in business.

abigailshaw.co/portfolio
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Let's build *something great.*

abigailshaw.co/portfolio

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