

ABIGAIL FOWLER

PROFESSIONAL EXPERIENCE

Editorial and Digital Designer

Abigail Fowler Designs, LLC (August 2015– Present)

- Develop clients' brands
- Design concept, vision, editorial, layout, and print
- Generate social media, e-newsletter, and graphics
- Photograph events, brand photo shoots, and company head shots
- Design wedding invitations and bespoke pieces
- Direct photo shoots remotely (from NYC for Arkansas clients) to deliver work for local businesses that best fits their brand
- Craft e-commerce websites to increase brand outreach

Graphic Designer

Frontside Marketing, New York, New York (September 2017- Present)

- Design corporate branding and a cohesive brand story
- Design email, marketing, and digital campaigns
- Strategize experiential marketing events and plan events
- Budget, manage, and track expenses for each project
- Photograph events and client collaborations
- Accounts include HBO, Amazon, Ferrari, and Stella McCartney

Creative and Marketing Director

QG Floral, New York, New York (March 2018- June 2020)

- Generate digital and editorial designs
- Collaborate with Crabtree & Evelyn and Gotham Magazine
- Design website, marketing materials, email campaigns, and videos
- Relaunched entire company branding (5 departments)
- Craft GIFs (2.6 million views on GIPHY), e-newsletters, and ad designs
- Photograph and edit products to match the brand aesthetic
- Increase social media following by 506% across Instagram (2,544), Facebook (1,164), Pinterest (1,480), and LinkedIn (37)
- Manage a team of 12: web developers, photographers, and graphic designers
- Direct SEO/PPC marketing specialists

Associate Editorial Designer

Glass Magazine, London, United Kingdom (May 2016- May 2017)

- Designed international travel layouts
- Formatted visuals and copy
- Rebranded visual layouts for 20% of the magazine with exciting new layouts, bright colors, and crisp designs.

EDUCATION

B.A. Graphic Design, Mass Communications & French Majors, Dietetics Minor

Ouachita Baptist University, Arkadelphia, Arkansas (May 2016)

Immersion in French Language

Université d'Orleans, Orleans, France (Study Abroad Spring 2014)

SKILLS

Editorial & Digital Design
Visual Storytelling
Social Media Marketing
Marketing Analytics
Brand Messaging
Adobe Creative Suite
Creating Brand Packages
Copy Editing
Advertising Campaigns
PR Strategies
Team Management
Web Design Wire Framing
Nikon & Canon Cameras
Typography
Photography
Directing Photo Shoots
Strategic Planning
Event Coordinating
Hubspot & Salesforce
Art History
Knowledge of PC & Mac