

# 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.

## PROFESSIONAL SKILLS

Brand & Social Media Strategy  
Consumer & Cultural Insight Mining  
Omnichannel Marketing  
Research & Analysis  
Creative Brief Development  
Client Engagement  
Leadership & Collaboration  
Communication  
Critical Thinking & Problem Solving  
Adaptability

## LET'S GET IN TOUCH!

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## ROLES & EXPERIENCE

### Social Media Strategist

Online Optimism | January 2025 - Present

- Managed organic and paid social media strategy across multiple client accounts, developing and scheduling engaging content aligned with brand voice and platform best practices to drive audience growth and engagement
- Increased key performance metrics after onboarding and taking over accounts, driving 70%+ growth in impressions, 150% increase in engagements, 1,500%+ growth in post link clicks, and a 97% increase in engagement rate
- Led internal culture committees to strengthen employee engagement and champion initiatives supporting women within the organization, fostering a more inclusive and collaborative workplace environment

### Marketing Strategist

TrailBlaze Creative | May 2024 - January 2025

- Supported the planning and execution of promotional activities, email newsletters, social media posts, rebranding campaigns, and special events from conception to completion
- Nurtured direct client relationships by fostering trust and collaboration through high attention to detail and communication skills

### 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
- Utilized superior oral and written communication skills to efficiently translate client's vision into a reality

### Cultural Strategist & Connections Manager

VML | February 2022 - February 2024

Clients: Ford, Pearson+, Dell, 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

### Marketing Assistant

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
- Wrote weekly blog content and utilized SEO best practices throughout all digital content
- Supervised the Before and After case study video series by finding and sharing customer experiences

## 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

## CERTIFICATIONS

- Meta-Certified Media Planning Professional
- Meta-Certified Community Manager
- Meta-Certified Creative Strategy Professional
- Twitch Gameplan
- TikTok CAP University
- YouTube Strategy
- Direct-Response Copywriting Specialist
- Google Ads & Google Analytics