

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.

LET'S GET IN TOUCH!

Email: hireabigailroche@gmail.com
www.abigailroche.com | [linkedin.com/in/abigail-e-roche](https://www.linkedin.com/in/abigail-e-roche)

PROFESSIONAL EXPERIENCE

Marketing Strategist

[TrailBlaze Creative](#) | [May 2024 - Present](#)

- Support brand and content strategies for major client accounts by translating business challenges into creative opportunities
- Shepherd the planning and execution of promotional activities, email newsletters, social media posts, rebranding campaigns, and special events from conception to completion
- Nurture direct client relationships by fostering trust and collaboration through high attention to detail and communication skills
- Create processes to ensure department efficiency and project coordination with internal project management tools

Cultural Strategist & Connections Manager

[VML](#) | [February 2022 - February 2024](#)

Clients: [Ford Motor Company](#), [Pearson+](#), [Dell Technologies](#), [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, ensuring alignment with monthly social content calendars and overseeing daily community interactions to maintain brand consistency
- Developed content strategies for quick-turnaround deliverables, aligning with client preferences and brand guidelines to maintain consistent and impactful messaging across platforms

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
- Grew organic website traffic and inbound leads for each client
- Crafted SEO-optimized copy, designed website pages, provided strategic guidance on social media content, and developed materials to enhance brand voice consistency across all platforms
- Utilized superior oral and written communication skills to efficiently translate client's vision into a reality

Marketing Assistant & Social Media Associate

[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
- Authored weekly blog content, incorporating SEO best practices across all digital platforms to maximize visibility and engagement
- Developed and led the 'Before and After' case study video series, creating a streamlined process for sourcing customer experiences and showcasing impactful stories to drive campaign success

Podcast Production Intern

[The Brava Podcast™](#) | [March 2020 - September 2020](#)

- Created the #BravaCityGuide to support women-owned businesses during the COVID-19 pandemic through community outreach and press releases