

# Abigail Quam

## Marketing Director

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### Summary

In charge of all marketing activities for 2 locations of a small business: social media, email marketing, event planning/management, and more. Launched a new location of an established insurance business using a DBA. Passionate about corporate social responsibility through nonprofit and community outreach. Comfortable working as a team and independently and taking action with new ideas and brand strategies.

### Skills

- **Technical:** MS Office & Google Workspace proficient. Google Digital Marketing Course certified.
  - **Social Media:** Created content & 3-5x/week using original images, recycled content, and/or Canva. Copywriting on a variety of posts/platforms. Comfortable with all social media channels.
  - **Community Outreach:** Worked with local nonprofits to grow brand awareness through volunteering, donations, food/school supply drives, and social media.
  - **Event Coordination:** Planned and coordinated multiple events and all marketing materials related to the event. Promoted on social media to increase attendance and engagement.
  - **Brand Strategy:** Successfully launched and maintained social media channels for a new small business location. Helped grow local customer base in addition to nurturing existing clients.
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### Experience

#### Marketing Director / Kelsie Stroud Insurance (new location of Head & Malesis), Gig Harbor, WA

June 2021-Present

- Increased Facebook page reach to 7,000 and Instagram to over 1,000 in the first 3 months.
- Used email marketing to generate an average of 43.3% open rate and 2.1% click rate.
- Increased lead generation and customer referrals by 150% in 3 months.
- Created social media content on Canva to post 3-5x per week and maintain brand strategies.
- Expanded referral network locally – mortgage lenders, real estate agents, etc.
- Volunteered >2 hours per week with nonprofits to promote the new location.
- *2022 Young Professional of the Year Nominee - Gig Harbor Chamber of Commerce*

#### Marketing Director / Head & Malesis Insurance Agencies, Auburn, WA

May 2021-Present

- Increased Facebook page reach by 50% and Instagram reach by over 130%.
- Introduced a new customer referral program to receive 3x monthly customer referrals.
- Trained employees on newly developed lead automation system

#### Lead Associate / Old Navy, Silverdale, WA

May 2017-May 2021

- Created visuals by placing products and marketing materials strategically.
  - Trained many new hires on store operations, goals, personal success, and company standards.
  - Set and exceeded sales and credit card goals weekly, monthly, quarterly, and yearly.
  - Served hundreds of customers daily in order to keep the store at >90% satisfaction rate.
  - Promoted to Loss Prevention Lead and recognized as employee of the month 3 times.
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### Education

#### Bachelor of Arts in Marketing / Washington State University, Pullman, WA / 3.5 GPA

August 2019-May 2021

- Awards: Distinguished University Achievement Award, President's List

#### Notable Projects:

**Marketing Research** – Led a marketing research project on a sample of college students to explore the effect of COVID-19 on gym perception and attendance. Used Qualtrics and Excel.

**Business Consulting** – Led a team consulting a business to come up with content strategies for a start-up in the Seattle area. Working with value propositions, business models, customer segmentation, financial analysis, ROI, and more.

#### Associate of Arts in General Studies / Olympic College, Bremerton, WA / 3.5 GPA

September 2017-June 2019

- Awards: Phi Theta Kappa Honor Society, Dean's List, President's List
  - Running Start Student
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### Hobbies and Interests

Plants, Cooking, Animals, Coffee, Music, Astrology, Puzzles, Hiking