

ABIGAIL FOWLER

PROFESSIONAL EXPERIENCE

Graphic Designer: Website & Experiential

Frontside Marketing (September 2017- Present)

- Strategizing emails and graphics for accounts including HBO, Amazon, Hublot, Tinder Select, Ferrari, Nike, and Stella McCartney
- Design corporate branding and a cohesive brand story
- Leading a sector of project management for LG's NFT booth at the Frieze exhibit at The Shed in 2022
- Operations coordination for Madonna's pride concert

Digital and Editorial Designer

Abigail Fowler Designs, Corp (May 2017- Present)

- Re-brand L'uva Bella Winery, increasing sales for over 20 labels
- Contract Design and Marketing Work for Boxed Wholesale, London's *Glass Magazine*, and NYC's The Lead Summit
- Crafting over 50 Custom Websites
- Wordpress, Wix, Shopify site editing
- Rebrands and Marketing for over 40 separate companies
- Influencer Marketing with Youtube's Lauren Johnson (seamstress, 50k subs)
- Print Designer for *Glass Magazine*, London
- Crafting personal websites for Cindy Foster, Richard Gordon, Stacy Crouse, Christine Adams, and more

Contract Graphic Designer

Dylan's Candy Bar, New York, New York (November 2021- March 2022)

- Crafted Digital Signage & Emails with Cross-Functional Use on the Website
- Designed 3-D product rendering
- Developed patterns for typography
- Created product art section of their internal branding booklet (92 pages)
- Prepped photography for 3rd party e-commerce listings

Marketing, eCommerce, and Design Director

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

- Designed website, marketing materials, email campaigns, and videos
- Oversaw Marketing Budget of \$100,000 annually
- Relaunched entire company branding (5 departments)
- Expanded Sales to over \$600,000 on eCommerce alone
- Increased social media following by 506% across Instagram (2,544), Facebook (1,164), Pinterest (1,480), and LinkedIn (37)
- Managed a team of 12: web developers, photographers, and graphic designers

SKILLS

Web Design
Wire Framing
Visual Storytelling
GIF Creation
Photo Retouching
Collage Design
Adobe Creative Suite
Brand Messaging
Influencer Marketing
Marketing Analytics
Email Campaign Design
Hubspot & Salesforce
Team Management
Photography
Directing Photo Shoots

EDUCATION

Current Studies: ALM Museum Studies

Harvard University, Cambridge, Massachusetts (expected: May 2027)

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

Ouachita Baptist University, Arkadelphia, Arkansas (May 2016)

Study Abroad: Université d'Orléans