

ABBY ROSE *esposito*

CONTACT

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25 Luella Street
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EDUCATION

**S.I. Newhouse School
of Public Communications**
at Syracuse University
B.S. Magazine, December 2017
Minor: Sociology
Dean's List: All Semesters

CERTIFICATIONS

- **Certified Digital Marketing Professional.** Digital Marketing Institute. Issued May 2022, does not expire.
- **Professional Certified Marketer (PCM).** American Marketing Association. Issued May 2022, expires May 2025.

SKILLS

- **Adobe:** Photoshop, InDesign, Illustrator, Lightroom, Bridge, Premiere
- **Microsoft:** Excel, PowerPoint, Word
- **Social:** Twitter, Facebook, Instagram, YouTube, Snapchat, Pinterest, LinkedIn, TikTok
- **Email/Social Campaign Managers:** MailChimp, HubSpot, HootSuite, Cloud Campaign, Buffer, Hey Orca
- **Website Development:** WordPress, Squarespace, Wix
- **GoToWebinar & GoToStage**

EXPERIENCE

MediSked, LLC. Rochester, NY.

Senior Marketing Strategist. Dec '22–Present.

Marketing Specialist. May '21–Dec '22.

Marketing Coordinator. Mar '20–May '21.

- *Graphic designer and brand manager.* Created and enforced brand guidelines and templates. Redesigned the company website and made regular updates. Designed sell sheets, conference booths, packaged proposals, and other collateral.
- *Content manager.* Created the company's content calendar and worked with internal and external subject matter experts to develop industry-leading blogs, white papers, podcasts, and presentations.
- *Social media manager.* Doubled the company's LinkedIn and YouTube following organically within one year. Developed a gameification program to incentivize employees to engage with the company's social posts. Responsible for managing and creating three to five posts weekly on the company's LinkedIn, Facebook, Twitter, and Instagram accounts. Established the company's YouTube channel and created new videos using Adobe Premiere Rush.
- *Email marketer.* Developed messaging, content, and contact lists for both client and business development emails.

Sugnet Photo, LLC. Rochester, NY.

Owner. Sept '13–Present.

- *Portrait, marketing, and event photographer.* Still photography for weddings, company parties and headshots, and fitness studios.
- *Graphic designer.* Freelance design work including rebranding a real estate investor's business.
- *Business manager.* Pricing, customer service, and marketing.

Noticestry, LLC. Mendon, NY.

Creative Director. Dec '18–Mar '20.

Social Media/Graphic Design Specialist. Jan–Dec '18.

- *Project manager.* Oversaw website creation and redesign projects. Facilitated project discovery meetings with clients. Managed freelance web developers.
- *Social media manager.* Posted on Facebook, Twitter, LinkedIn, and Instagram on behalf of clients including landscaping companies, remodelers, insurance companies, and law firms.
- *Graphic designer.* Designed logos and marketing materials for clients using the Adobe Suite.

The Newhouse CAGE. Syracuse, NY.

Technology Specialist. Sept '15–Dec '17.

The Improper Bostonian Magazine. Boston, MA.

Photo Intern. May–Aug '17.

(585) Magazine. Rochester, NY.

Editorial Intern. May–Aug '16.

John W. Danforth Company. Victor, NY.

Marketing Intern. Jun–Aug '16.