



# Abigail Jessee

## Assistant Director of Marketing & Communications Westminster Schools of Augusta

Augusta, GA  
June 2019 - Current

- Assists the marketing and communications department, promoting and supporting the mission of the school through visual, verbal, and written communications.
- Worked with Legit Apps to develop a community wide app.
- Regularly updates and curates press releases, events on campus, social media strategies, weekly community wide communications, graphics, videos, and the WSA website to ensure accuracy and relevancy.
- Reconfigured brand standards and strategies to ensure consistent brand identity.
- Assists in creating crisis communication messages, website pages, and graphics that communicate COVID-19 protocols and procedures.
- Develops and implements digital marketing strategies across email and social platforms.
- Manages multiple tasks while setting priorities on a strict timeline.

## Photographer & Graphic Designer Abigail Marie Creative

Augusta, GA  
April 2020 - Current

- Manages client relations and performs ongoing customer support and a monthly budget.
- Created and developed my own website, graphics, logo and brand concepts.
- Experience in the management of the complete design process from conceptualization to delivery.
- Skilled in taking high-quality portrait photos of couples, children, and pets, with the ability to then retouch and color correct using Adobe software.
- High knowledge of digital cameras, tripods, lenses, and flash attachments to create innovative lighting effects.

## Assistant Account Executive Twin Lakes Library Senior Capstone

Milledgeville, GA  
January - May 2019

- Managed client relations and delegates tasks to team members.
- Assisted and collaborated on strategic communication plans involving events, social media, and community outreach.
- Balanced meetings and account work flow on a weekly basis.

## Communications Manager Covenant Presbyterian Church

Milledgeville, GA  
August 2018 - May 2019

- Developed and implemented a 22-page social media plan. Created Instagram page, Facebook events and composed content.
- Increased reach on Facebook by 1,000%, page previews by 260%, page views by 150%, likes by 300%, and followers by 320%, all within first month.
- Helped create content materials for a world mission campaign and humanitarian aid program.
- Designed graphics, brochures, flyers and bulletins for weekly deadlines.
- Managed event planning and promotional campaign strategies.
- Updates and refreshes website to ensure relevancy.

## Event Coordinator Georgia College Communication Department


Milledgeville, GA  
January - May 2018


- Hosted and coordinated senior lunch for all of Georgia College Communications Department resulting in over 200 attendees.
- Coordinated budgeting, vendor relations, menu development, food and catering, and hosted event.
- Planned seating arrangements, table design and all decorations.

## NOTEWORTHY ACCOMPLISHMENTS


- Scheduled to be featured in the "Women in Business" issue in May for the local Columbia County magazine in Georgia.
- Published photos in popular wedding blogs and magazines such as Bustled, Modern Weddings, Iconic Bride Magazine, Aisle Planner, and Wedding Fanatic.
- Current Event Coordinator for the Communication Alumni Council in a volunteer capacity for Georgia College and State University.

## CONTACT

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## EDUCATION

Bachelor of Arts in  
Mass Communications  
Concentration in  
Strategic Communications  
May 2019

Georgia College & State University  
Milledgeville, GA

## PROFILE

- Quick learner with the ability to complete complex projects and assignments working with limited instruction or supervision.
- Dedicated and self-motivated with excellent written and verbal communication, problem solving, organizational, time management, analytical, presentation, and leadership skills.
- Embraces diverse culture through new and previous experiences. Specifically from a summer spent in Asia volunteering on the University of the Philippines campus.

## SKILLS

- Adobe Creative Suite
- Event Planning
- Microsoft Office and Google Suite
- Graphic Design
- Media Buying and Planning
- Photography/ Videography
- Public Relations
- Social Media Management
- Mailchimp
- Hootsuite Certified

-References available upon request-