

DANIELLA ABBOTT

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Education

BACHELOR OF ARTS – SCHOOL OF COMMUNICATIONS

August 2011-December 2015

Brigham Young University

Provo, Utah

- Public Relations emphasis
- Awarded \$925 from Brigham Young Grant Scholarship
- Awarded \$2,525 from BYU Multicultural Student Services

Experience

WALLAROO MEDIA

Digital Brand Strategist / Social Media and Public Relations Team Lead

February 2016-Present

- Designed and implemented social media strategies and campaigns for 50+ clients
- Managed more than 12 social media accounts for clients monthly
- Optimized social advertising campaigns for 50+ clients
- Collaborated with designers and digital marketing team to create social strategies

WALLAROO MEDIA

Digital Communications Intern

September 2015-January 2016

- Created more than 50 social media calendars for various clients
- Collaborated with digital marketing team to create content for clients
- Wrote detailed content marketing pieces using research and graphic design
- Delivered more than five quality digital communications pieces on a deadline weekly

ANTHROPOLOGIE- URBAN OUTFITTERS INC.

Customer Experience Associate and Personal Stylist

April 2015-August 2015

- Collaborated with store team to reach daily \$10,000 sales goal
- Created visual displays and social media messages to enhance customer experience
- Scheduled personal stylist appointments for 100+ clients
- Assisted 100+ clients during personal styling sessions

BRADLEY PR AGENCY

Account Manager – Orientation Team

January 2015-April 2015

- Conducted seven interviews with full-time BYU public relations faculty
- Implemented new student orientation for 100+ public relations students
- Designed handouts for 100+ new public relations students
- Edited and published videos for professional use

BYU FIRST-YEAR MENTORING

Office Coordinator

April 2012-April 2015

- Supervised 80+ peer mentors
- Answered and transferred phone calls with freshmen, professors and parents
- Managed professional office under supervision of 7 staff members
- Organized and executed training sessions for 80+ mentors

Personal + Skills

- Social Media (Facebook, Twitter, Instagram, Snapchat), Social Media Advertising and Optimization, Basic Adobe Creative Suite, Hootsuite, Blogging, Fashion, Cooking, Public Speaking