

EMILY ABRAMAT

MARKETING MANAGER

CONTACT

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EDUCATION

AUG 2022 - MAY 2023
BLACKHAWK TECH. COLLEGE
Welding (AWS D1.1 Certified)

AUG 2016 - DEC 2018
ROCK VALLEY COLLEGE
Associate Degrees - Marketing,
Entrepreneurship

SKILLS

- Adobe Creative Suite (Photoshop, Lightroom, Illustrator, InDesign)
- Brand Development
- Canva Design
- Digital Marketing Strategy
- Email Marketing & CRM Platforms
- Event Planning & Community Outreach
- Excellent Written & Verbal Communication
- Graphic Design
- Meta Business Suite

REFERENCES

Paige Hoops, Owner of Rise & Grind
847-284-4101

PROFILE SUMMARY

Versatile Marketing Specialist with experience in digital content creation, social media strategy, and brand development. Skilled in growing customer engagement, planning community-focused campaigns, and using tools like Canva, Meta Business Suite, and Adobe Creative Suite to build compelling brand presence. Entrepreneurial, creative, and results-driven.

WORK EXPERIENCE

Rise & Grind Coffee Haus SEPT 2024 - PRESENT
Marketing Manager

- Increased Instagram views by 129% and follows by 36.8%, and Facebook views by 64.8% and follows by 236% within the first 90 days through strategic content and engagement.
- Designed seasonal campaigns and curated branded content across multiple channels using Adobe Creative Suite, Canva, and Meta Business Suite.
- Planned events and promotions, including a Mother's Day flight tasting that boosted sales by 23.6%, setting a one-day revenue record.
- Curated trend-driven drink menus to align with customer demand.

BlueScope Buildings MAY 2023 - SEPT 2024
Welder

- Collaborated in a fast-paced manufacturing environment, following blueprint specifications to meet project deadlines.
- Maintained detailed quality control records, demonstrating an ability to manage high-stakes precision work.

Emily Henderson Photography MAY 2013 - DEC 2022
Owner

- Built and managed a client base through consistent branding, personalized marketing, and lead generation via social media and CRM campaigns.
- Designed promotional materials, email newsletters, and sales funnels to improve conversion rates and client retention.
- Delivered creative direction, styling, and editing using Adobe Creative Suite to match each client's brand aesthetic.
- Managed all aspects of the business, including sales, contracts, invoicing, and content delivery systems.