





Contact

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 Milledgeville, GA 31061

 <https://www.linkedin.com/in/abigailwilliamson/>

Education

B.A. Mass Communication,
Expected December 2024
Georgia College & State University
Milledgeville, GA

Skills/Software

Creativity
Digital Marketing
Customer Service
Canva /Social Media
Time Management

Professional Memberships

Kappa Delta Eta Mu
August 2022-Present

References available upon request.

Abigail Williamson

Public Relations Experience

Digital Marketing Intern August 2024 - Present
IMGE Digital Firm Washington, D.C.

- Utilize Google Suite to engage with clients in different political campaigns
- Analyze data and upload it onto Google Sheets to track campaign attention
- Communicate with coworkers and clients to produce bulk emails
- Utilize Slack, Iterable, and Front to communicate efficiently and quickly

Director of Social Chair January 2023 - December 2024
Kappa Delta Sorority Milledgeville, Ga

- Organized, planned, and executed socials and date nights for 200+ members
- Communicated monthly with chapter members and members from other chapters
- Collaborated with fellow leaders to improve chapter relations
- Planned events for chapter

Social Media Coordinator Practicum Position January 2024 - May 2024
GCSU Office of Human Resources Milledgeville, Ga

- Wrote original engaging posts; designed visuals; and created videos tailored for Facebook and Instagram
- Developed and implemented strategies to expand brand presence and engagement
- Engaged with 300+ followers, responded to comments, and managed brand reputation
- Stayed current with social media trends and adapted content to those trends

Social Media Coordinator Intern May 2024 - August 2024
Merit TV Sound City Columbus, Ga

- Assisted with the design and execution of social media campaigns on Facebook with 400+ followers and Instagram with 250+ followers
- Created and distributed original content such as blogs, infographics, videos, and press releases
- Tracked social media engagement to identify high-performing ideas and campaigns
- Responded to comments and DMs from clients and perspective clients on social media platforms

Additional Experience

Hostess October 2023 - July 2024
Longhorn Steakhouse Milledgeville, Ga

- Answered phone calls for reservations and takeout orders
- Cleaned tables after customers leave
- Assigned customers to waiters and tables
- Assisted servers and staff with other workplace task and demands