

Abigail Speaker

Philadelphia, Pa

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Education

Temple University, Philadelphia

Graduation May 2026

Klein College of Media and Communication.

B.A of Advertising

Concentration in Brand Strategy and Research, and
Copywriting

Extracurricular Experience

Alpha Epsilon Phi (Sorority)

Relevant courses

Introduction to Advertising

Introduction to Brand Strategy and Research

Qualitative Research

Copywriting for print and web

Advanced Brand Strategy and Research

Experience

NR Public Relations Group, California

March 2025-Present day

Public Relations Intern

- Efficiently manage sampling outreach using multiple platforms to deliver personalized, high-volume email campaigns.
- Organize and maintain clear, accessible client and product data through structured documents that support smooth internal workflows.
- Built strong relationships with publishers and media contacts to generate buzz and secure coverage for client products.
- Brought in six new clients, all signing contracts in three months.

SKILLS

Microsoft Excel

Microsoft Powerpoint

Microsoft Word

MRI Simmons

Wicked Wolf, Philadelphia PA

May 2024 - February 2025

Social media team

- Develop engaging social media content that strengthens brand presence and drives audience interaction.
- Collaborate creatively with cross-functional teams to design fresh, effective promotional strategies for upcoming events.
- Support seamless event execution by coordinating closely with management and contributing to planning, logistics, and on-site needs.

