

# Abigail Speaker

---

## Contact

- AbigailSpeaker@gmail.com
  - 484-433-2941
  - [www.linkedin.com/in/abigailspeaker](http://www.linkedin.com/in/abigailspeaker)
  - <https://www.abigailspeaker.com>
- 

## Education

**Temple University, Philadelphia**  
B.A of Advertising  
Klein College of Media and  
Communication.  
Graduation May 2026

## Relevant courses

- Brand Strategy and Research
- Qualitative Research
- Copywriting for print and web
- Advanced Brand Strategy and Research

## Skills

- Microsoft Excel
  - Microsoft Powerpoint
  - Microsoft Word
  - MRI Simmons
- 

## Experience

### Philly Pr Girl, Philadelphia

**January 2026- May 2026**

#### *Digital Media Assistant*

- Created engaging content for Instagram, Tik Tok, and Facebook aligning with brand voice and campaign goals.
- Monitored social media performance and compiled analytics reports and insights to track engagement, reach, and campaign effectiveness.
- Demonstrated strong writing, communication, and organization skills while contributing to multiple projects.
- Assisted in planning and coordinating events, building relationships with local businesses, and analyzing event success metrics.
- Coordinated and supported the planning and execution of events for both company and client initiatives.

### NR Public Relations Group, California

**March 2025- January 2026**

#### *Public Relations Assistant*

- 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.
- Used performance measures to track high-volume email campaign performances.

### Wicked Wolf, Philadelphia

**May 2024 - February 2025**

#### *Social Media Manager*

- 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.