

Abigail Larson

CREATIVE & STRATEGIST

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SKILLS

Adobe Creative Cloud
Canva
MailerLite
Sprout Social
Professional Writing
AP Style
Familiarity with WordPress
Spanish
Italian

EDUCATION

September 2022-May 2026

The University of Minnesota

**B.A. Strategic Communications:
Public Relations & Advertising**

Minor - Psychology
Study Abroad - Florence, Italy
8x Dean's Honor List
Graduation with High Distinction
2x Serge Logan Scholarship Recipient

INVOLVEMENT

**Design Team Lead - InFlux
Magazine**

**Member of Phi Beta Kappa
- Academic Honor Society**

**Head Volleyball Coach - Cottage
Grove Athletic Association**

EXPERIENCE

**Brand Strategy & Digital Content Intern -
Technology By Design**

Minneapolis, May 2024 - Present

- Developed a comprehensive media strategy aligned with the company's mission, increasing social media engagement by 15% over three months and tripling the overall following count
- Researching, creating, and posting 3 graphics a week in order to maintain a steady flow of media content
- Researched and wrote bi-monthly articles to increase LinkedIn traffic
- Reimagining brand documents to maintain cohesion and clarity

Event Venue Coordinator - Hightop Hospitality

Minneapolis, May 2023 - Present

- Simultaneously manage all vendors during events in order to stay on a specified timeline
- Effectively communicate with clients in a changing environment to ensure customer satisfaction
- Multitasking upkeep of the venue as well as problem solving in order to keep up with the fast paced environment of event planning
- Manage an average of 30 weddings a year

Editorial Intern - Local

Minneapolis, Jan 2026 - June 2026

- Write brief front-of-book and back-of-book stories
- Fact-check several stories each month
- Write monthly local and area calendar entries
- Receive and incorporate feedback on your writing assignments and fact-checks
- Attend occasional art or editorial meetings
- Attend occasional photoshoots

**Communications and Marketing Intern - The Arc
Minnesota**

Minneapolis, Sept 2023 - May 2024

- Create and mail monthly campaigns using MailerLite to increase awareness on events and advocacy efforts
- Design social media posts using Canva to ensure entertaining media
- Planning 5 social media posts a week using Sprout Social to maintain a steady media presence
- Creation and expansion of website updates using WordPress to keep customers up to date
- Adding 15-20 events each month on the website calendar