



ABIGAIL THIELE
GRAPHIC DESIGNER & ILLUSTRATOR

600 Durant St APT 203
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abbykthiele@gmail.com

Introduction

Graphic designer and illustrator
Currently working in the social media and marketing field. Enjoys being challenged creatively to create works that engage and connect with consumers and clients.

Experience in:

- Website redesign and development
- Logo design
- Web portfolio design
- Advertising broadsides
- Magazine design
- Poster design
- Infographics
- Photography
- Videography
- Modeling
- Social media marketing

Work Experience

Starbucks Coffee Company

Crossroads Cary & Holly Springs

June '11 - Mar '15

Barista June '11 - Jan '12.

Job duties included beverage preparation, customer service, cleanliness, drive thru operation, opening and closing duties.

Shift Supervisor from Jan '12 - Mar '15

Job duties included the above in addition to being responsible for maintaining store and company standards, cash management, opening and closing duties, inventory, and managing team members while on the floor.

Workout Anytime

Mar '15 - Dec '15

Customer service and sales.

Job duties include answering phones and helping club members, handling invoices and billing, selling memberships, touring the facilities to prospective members, sending and creating promotional emails, social media management, creating advertising media, general cleaning, and helping maintain service of equipment.

Citation Labs & ZipSprout Marketing

Dec '15 - Sep '16

Matchmaker and data entry for app development team.

Duties included emailing potential clients and customers to negotiate sponsorships for non-profits in potential growth areas. Also in charge of design of adds and recognition awards for sponsorships.

Whole Foods Market

Dec '15 - June '18

Front-end and cashier.

Duties include money management and ability to provide excellent customer service in the busiest store in the region. Responsible for checking out customers and maintaining cleanliness in the cashier lines as well as restocking and bagging groceries for customers.

Performance Bicycle

June '18 - Present

Social Media Coordinator.

In charge of social media accounts on Facebook, Instagram, and Twitter for the largest bicycle retail chain in the US. Worked on content creation and curation including blog posts, photography for web assets, and planned monthly giveaway contests on social channels with vendors. Also in charge of advertising through Facebook Business and Ad Espresso and tracking results and revenue. Worked with videographer to create product videos and content for YouTube channel. Maintained brand integrity and vision while also being a voice for the brand by interacting with social following.

Education

Wake Tech Community College

Fall '13 - Fall '15

Graduated with Associates in Arts. Maintained 3.7 GPA while working full-time. Deans List for 3 semesters and Presidents list for 2.

Meredith College

Spring '16 - May '18

Graduated in May '18 as a Graphic Design Major with extensive studio art and photography experience as well as:

- 2D and 3D design
- Color theory
- Typography
- Drawing including charcoals & pastels
- Photography
- Interactive design

Skills

Great communication and customer service skills, responsible, hard working, with strong work ethic. Positive and motivating team member. Great computer skills with proficiency in:

- PC and Mac operating systems
- Microsoft Word
- Excel
- Adobe Creative suite including Photoshop, Dreamweaver, Illustrator and InDesign.
- Experience in website and logo design as well as website management with knowledge of HTML, Java script, CSS, and Wordpress.
- Photography and videography
- Modeling and on-camera work
- All social channels including Facebook, Instagram, Twitter and Youtube.



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Social Media Experience

Performance Bicycle - Social Media Coordinator

June '18 - Present

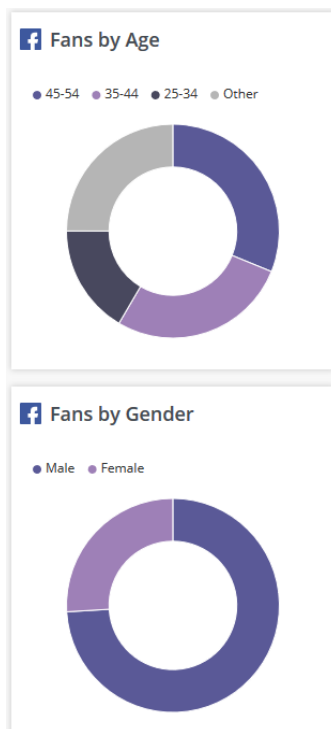
Facebook @performancebike

Instagram @performancebike

Twitter @performancebike

I took over the role of Social Media Coordinator in June of '18 which was a new marketing position the company had put in place. Before my time the social accounts had been passed around to various people in the creative department but hadn't had a set focus. The Facebook was largely used to promote the same sales offered in their daily emails, and little content was produced solely for social media. The Instagram account had a following of about 11k, but it was stagnant and hadn't had any notable growth. Most of the better performing posts also had a large amount of paid advertising behind it. The Twitter account as basically unused. I immediately differentiated a look and feel for each social account based upon its demographics. Working closely with the photography team I also helped create more lifestyle photography sessions both working myself as a model and behind the scenes, I ran a very successful "throwback Thursday" series on the Instagram that gained its own strong following and usually brought in a solid 250+ likes for each post which was based on old catalogs I found laying around the office. I also used the Twitter as a way to engage and communicate with our customers and provide another avenue of customer support. With the Facebook I also worked with the content team to produce and promote blog features which helped to generate more traffic for our website and sales.

Facebook Stats



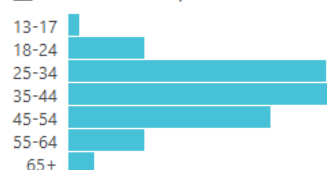
With Facebook I was able to Increase our audience in the 25-34 age range and gain more female fans.

Instagram Stats

Followers by Age

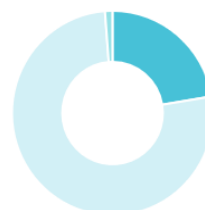
ALL TIME

All Male Female Unspecified



Followers by Gender

ALL TIME



Female Male Unspecified

With Instagram increased our audience to be majority 25-34 age range which was the market we needed to target moving forward..



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Audience Changes

Performance Bicycle - Social Media Coordinator

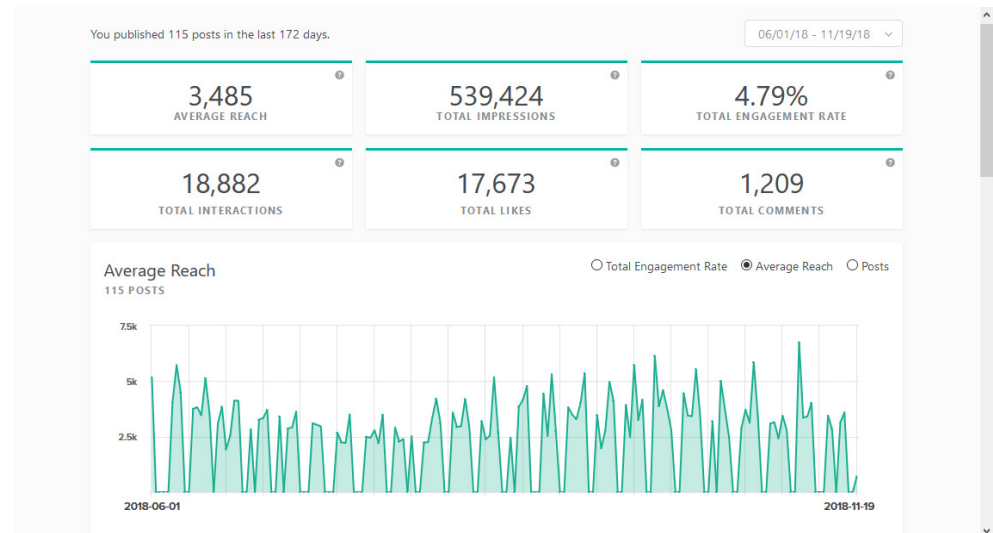
June '18 - Present

Facebook @performancebike

Instagram @performancebike

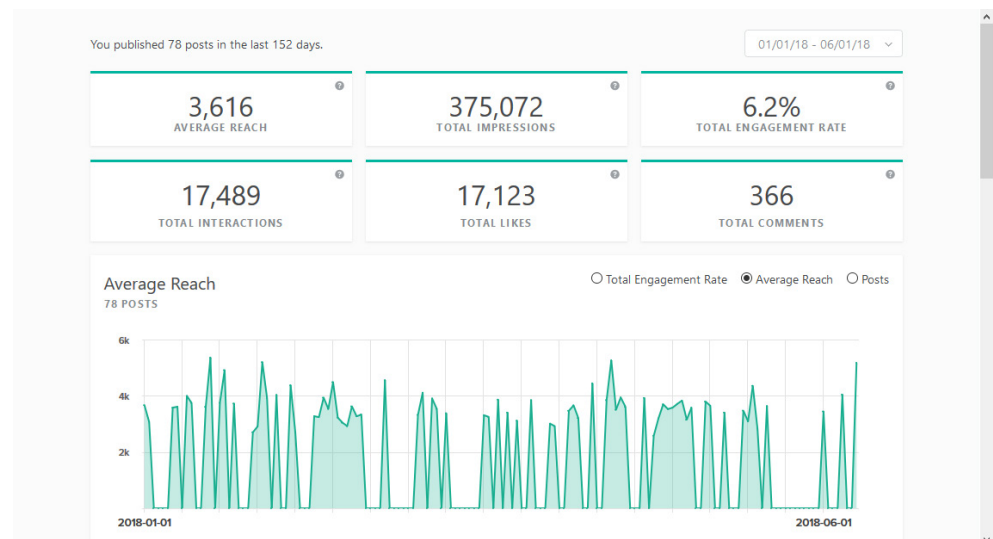
Twitter @performancebike

During my time I increased our followers on Instagram from a stagnant 11,000 to a healthy engage 15,500 in only 6 months. I also did this organically due to budget constraints, only promoting a handful of posts towards the last few months of my time with Performance.



Engagement from June '18 - November '18

Strong engagement through organic interactions without the use of heavy paid promotions.



Engagement from January '18 - June '18

Relying heavily on paid promoted posts. Lack of schedule or rhythm to posting. Most engagement was heavily contest/influencer based.