

Abigail Damasco

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EDUCATION

Chapman University

B.S., Business Administration, Marketing

Minor: Creative and Cultural Industries

Orange, CA

Expected Graduation: May 2028

GPA: 3.5

- **Honors: Guy Mize Jr. Award (2024 - 2025)** – Endowed scholarship awarded annually for academic achievement and promise in business studies.
- **Relevant Coursework:** Marketing, International Marketing, New Product Development, Management of Organizations, Introduction to Creative and Cultural Industries, Cultural Organization Management, Business Communications, Foundations of Business Analytics, Principles of Microeconomics, Principles of Macroeconomics

WORK EXPERIENCE

Director of Marketing, Content Creation

Feb 2026 - Present

Director of Finance

Aug 2024 - Feb 2026

American Marketing Association (AMA)

Orange, CA

- Develop and execute **social media content strategies** across Instagram and TikTok to promote keynote events, workshops, marketing case sprints, and professional development initiatives.
- Produce **branded short-form videos, event recaps, graphics, and promotional assets** using Canva, CapCut, DaVinci Resolve, and iMovie to strengthen chapter visibility and student engagement.
- Collaborate with Programs, Outreach, Membership, and Finance teams to create integrated campaigns supporting recruitment, event attendance, member engagement, and post-event promotion.
- Previously managed a **\$750+ semester budget** across **4 keynote events and 1 marketing case sprint**, reducing budget waste by 15% through ROI tracking and spend analysis.

Sales Representative

Apr 2025 - July 2025

Vector Marketing

Anaheim, CA

- Collaborated with peers to **deliver 10+ product demonstrations per month**, strengthening **customer rapport** and executing **marketing campaigns** across virtual and in-person channels.
- Optimized client outreach workflows by tracking **activity metrics** and client interactions in the **Vector Impact CRM**, utilizing the app to prioritize **customer follow-ups** and target **high-potential customers**.
- Drove **follow-up engagement by 50%** by gathering insights from prospective clients and **tailoring outreach messages** to their needs.

Social Media Marketing Manager

Aug 2022 - June 2024

United Nations Children's Fund (UNICEF)

Milpitas, CA

- Increased monthly **meeting attendance by 25%** by designing targeted flyers, **engaging with followers** across multiple social platforms, and **leveraging board member reposts** to expand event visibility.
- Boosted club membership by **over 75 students** during the annual student organization fair by **creating brand-aligned social media content**, flyers, and email campaigns to maximize reach across multiple channels.
- Designed **UNICEF-branded Instagram and Facebook posts on Canva** to promote club events and collaboration initiatives, generating **15 shares per post** and recognition school-wide.

LEADERSHIP & INVOLVEMENT

Brotherhood Chair

Sep 2025 - Present

Alpha Kappa Psi (Professional Business Fraternity)

Orange, CA

- Led community-building brotherhood initiatives for the Alpha Psi pledge class, including a Thanksgiving potluck and celebratory pool day, fostering connection, morale, and engagement among members.
- Documented **5 pledge class events** through photography and videography, capturing key memories and moments for social media use.
- Improved event organization by creating visual transportation systems that reduced confusion and late arrivals, helping the pledge class stay on schedule for all events.

SKILLS

- **Marketing & Content:** Social Media Marketing, Content Strategy, Event Marketing, Community Engagement, Brand Storytelling, Copywriting, Influencer Marketing, Customer Relationship Management, Engagement Tracking
- **Creative Tools:** Canva, CapCut, DaVinci Resolve, iMovie, Photography, Videography, Short-Form Video Editing
- **Business & Analytics Tools:** Microsoft Office, Excel, PowerPoint, Google Workspace, Google Sheets, CRM Tracking, Business Analytics