

abigail teets

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GRAPHIC DESIGNER

EXPERIENCE

LDWW (Advertising Agency)

Graphic Designer | Nov 2021–present

Designer at midsize ad agency serving clients in hospitality, healthcare, sports, tech, and nonprofit. Worked with other designers and art directors to produce concept-driven work at regional, national, and international levels. Led and contributed to branding projects and integrated campaigns to increase engagement for clients through social channels, web traffic, bookings, email click through rate, and in-person interactions.

BOTTLECAPPS (SaaS Startup)

Email Marketing Manager / Graphic Designer | Jan–Nov 2021

Responsible for the ideation, production, and copywriting of all B2B and B2C emails, in addition to conceptualizing and producing organic social content. Stayed up-to-date with trends and news in the BevAlc space and capitalized on holidays, new brands, and brand expansions to create content that increased the email open rate and click through rate.

EDUCATION

TEXAS STATE UNIVERSITY

BFA Communication Design | Aug 2017–Dec 2020

Summa Cum Laude

RECOGNITION

LOGOLOUNGE BOOK 12
Featured

GRAPHIS NEW TALENT
ANNUAL 2020
Gold (1x)
Silver (1x)

CMYK TOP NEW CREATIVES
SHOWCASE 2019
Featured

NATIONAL STUDENT SHOW
AND CONFERENCE 2019
Featured

SKILLS

Branding
Paid & organic content
Web design
Print & editorial design
Photography
Basic HTML/CSS
Photo retouching
Illustration
Email design

Adobe CC
Figma
Procreate
Asana
monday.com
G-Suite
Microsoft
Mailchimp
Midjourney