

ABBY L. VOLK

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CAREER SUMMARY

An administrative professional seeking a role within a team-oriented environment demonstrating skills in written and verbal communications and maintaining an image of leadership and professionalism.

EDUCATION

Ashland University

Master of Business Administration: 8/17 – 12/19

- Majors: Executive Management and Digital Marketing
- Graduated Summa Cum Laude

The University of Toledo

Bachelor of Business Administration: 8/03 - 5/07

- Majors: International Business and Marketing
- Graduated Magna Cum Laude

WORK EXPERIENCE

Lind Media Company

Marketing Assistant: 12/23 – Present

- Working with Account Executives to connect clients with our billboard marketing solutions
- Collaborating with talented, dedicated, and experienced professionals on multiple campaigns
- Developing and maintaining client relationships while understanding their needs and budgets
- Continually striving to expand the marketing presence of Lind Media

Spire Advertising

Marketing Manager: 5/22 – 10/23

- Collaborated with other pros at Spire to deliver solutions and help communicate results
- Served as clients' trusted point of contact for website, marketing, and development services
- Primary interpreter and translator between client and internal teams
- Ensured that timelines and budgets stay on track and marketing goals were met

IDEAL ELECTRIC

Marketing & Communications Associate: 2/21 – 5/22

- Developed communications including press, collateral, digital content, and social media campaigns
- Developed and executed promotional activities through trade shows and online campaigns
- Increased the development of creative assets, including graphics, image capture, and copywriting
- Ensured sound communication and strong brand identity across multiple and appropriate media

Lifetouch Church Directories and Portraits

Materials Group Lead: 3/18 – 2/21

- Trained, coached and developed team members
- Assisted Supervisor in providing leadership to Materials Department
- Oversaw personnel and production of quality work
- Achieved a high level of employee efficiency and morale through leadership and interpersonal skills

Electronic Data Specialist: 6/16 – 3/18

- Assisted the Master Scheduler
- Archived all files and maintain volumes
- Packaged and send all product files to vendor
- Monitored reports to abide by printing schedule

Design & Calling Services Coordinator: 4/12 – 6/16

- Provided layout and creative design support
- Operated as a close liaison between publishing and the host customer
- Coordinated the set-up of online scheduling and connections calling service
- Ensured consistent accuracy in all completed work and information provided
- Communicated with church staff and consultants daily via telephone and e-mail

SKILLS

- Proficient in Microsoft 365, Word, Excel, PowerPoint, and Salesforce
- Competent in InDesign, Publisher, PhotoShop

COMMUNITY LEADERSHIP

Galion High School 2/22-9/23

- Assistant JV Softball Coach

Mid-Ohio Youth Mentoring 5/21-Present

- Mentor

Mentoring Program of Crawford County 10/17-08/20

- Mentor at Galion Intermediate School