

ABIGAIL TURNER

Digital Storyteller

CONTACT

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STATEMENT

I am an analytical problem solver who relies heavily on research and metrics to make recommendations that drive increased performance. Passionate about understanding audiences and creating storytelling content in any medium, I am an experienced advertiser and designer who can empathize with customers while prioritizing company success.

EDUCATION

UNC Chapel Hill

2016 - May 2020 | GPA: 3.75

Advertising and Political Science majors with Economics, Philosophy, and Politics minor

Daily Tar Heel

August 2017 - November 2018

Sports Photographer

Carolina Style Company

August 2016 - present

Choreographer and Media Producer

SKILLS

Google AdWords and Bing Ads

Audience Targeting

Performance Driven Solutioning

Design Thinking

Adobe Creative Cloud

EXPERIENCE

Fidelity Investments

Durham, NC

User Experience Design Intern

May 2019 - August 2019

Documented customer journey of stock plan product experiences using consumer feedback and call center metrics to discover painpoints and recommend solutions

Co-designed an accessible and inclusive wayfinding mobile app by collaborating on a two-person team and executing design thinking phases of empathizing, ideating, prototyping, usability testing, and iterating over the course of three months

UNC School of Medicine

Chapel Hill, NC

Content Developer

August 2018 - present

Created video, photo, and written content to market the research initiatives of the Division of Physical Therapy, while restructuring the Division's WordPress site layout with focus on UX design. Hired for a second year to continue similar work for the entire Department of Allied Health Sciences.

iProspect

Manhattan, NY

Paid Search Associate

June 2018 - August 2018

Owned weekly performance reports and account audits to calculate key performance indicators (KPIs) like click-through rate, cost per click, conversion rate, and impression share for Estee Lauder Companies brands

Analyzed KPIs to recommend keyword and ad copy improvements and optimize paid search campaigns for the client

Researched and presented AdWords and Bing Ads audience targeting technology

Broadcasting Experts

Apex, NC

Content and Promotion Intern

May 2017 - May 2018

Developed, edited, and broadcast video and graphic content to advertise Capital Financial and Investments' services online and on nationally syndicated radio show

Abigail Turner Productions

Cary, NC

Photographer

Aug 2016 - present

Photograph portraits and performances as a pre-professional ballet school's resident photographer and manage all administrative and customer services

Built and maintain operational sales platform to track client interactions and orders

Market services to the ballet school's families using tactical messaging and social media business management tools