

ABIGAIL LEGGETT

Digital Marketing & Content Specialist

Digital Marketing • Content Creation • Social Media • Brand Growth

North Port, FL • 941-769-0418 • Abbyleggett9@gmail.com

PROFESSIONAL SUMMARY

Creative and results-driven Digital Marketing & Content Specialist with experience developing marketing campaigns, managing social media, creating engaging digital content, and supporting brand growth. Skilled in email marketing, campaign analytics, graphic design, digital advertising, and AI-powered marketing tools. Passionate about combining creativity with data-driven strategy to build engaging digital experiences that strengthen brands and support business growth. Seeking a remote Digital Marketing, Content Marketing, or Marketing Coordinator position.

CORE SKILLS

Digital Marketing • Content Creation • Social Media Marketing • Web Design • Email Marketing • Brand Development • Analytics • Market Research • Customer Engagement • Project Coordination • Remote Collaboration

TECHNICAL SKILLS

Marketing: Google Analytics, Google Ads, Meta Business Suite

Design: Adobe Creative Suite, Canva, Wix studio, Capcut

AI: ChatGPT, Claude, Canva AI, Lovable, Higgsfield

Business: Microsoft Office, Google Workspace

Social: Facebook, Instagram, LinkedIn, TikTok, Pinterest

PROFESSIONAL CERTIFICATIONS & COMPLETED COURSES

Google Skillshop

- Google Analytics Certification
- Google Ads Search Certification

HubSpot Academy

- Email Marketing Certification
- Social Media Marketing Certification
- Advanced Social Media Marketing Course

Pinterest Academy

- Pinterest Advertising Essentials Skills Badge
- Pinterest Performance Essentials Skills Badge

LICENSES

- Florida 2-14 Life (Including Annuities) License (Active)

EDUCATION

USF Business Science Certificate – Concentration in Digital Marketing

Completed: August 2025

Kent State University

Bachelor's Degree Coursework (2 Years)

Port Charlotte High School
College Prep Diploma (2022)

PROFESSIONAL EXPERIENCE

HSK Industries | Digital Marketing & Social Media Associate | Dec 2024–Present

- Develop and execute digital and traditional marketing campaigns.
- Manage content across Facebook, Instagram, LinkedIn, TikTok, and X.
- Design graphics, advertisements, email campaigns, website content, and marketing assets.
- Analyze campaign performance and customer trends to improve marketing efforts.
- Collaborate with the sales team to support branding and customer acquisition.

Banana Republic | Merchandising Associate | Sep 2023–May 2024

- Created visual merchandise displays, delivered excellent customer service, and managed inventory/POS transactions.

Sugar Chic Boutique | Retail & Marketing Assistant | May–Aug 2023

- Supported social media marketing, merchandising, e-commerce fulfillment, and customer service.