

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 and 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.