

Abigail Furr

They / Them

To Contact Me:
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(346) 400-1333

Enthusiastic student working toward a BFA in Interdisciplinary Art and Design with a focus in Design Management and minors in both Marketing and Metalsmithing at the University of North Texas. Possesses experience in customer service, directing team projects, copy editing, and digital design software, and has proven successful working within fast-paced, collaborative settings.

Education

Interdisciplinary Arts and Design: Design Management

08/2020 - Present | Denton, TX

University of North Texas CVAD

Minors: Marketing; Studio Art (Metalsmithing/Jewelry)

Notable Classes:

- Computer Applications in Visual Arts
- Consumer Behavior
- Advertising Management
- Nonverbal Communication
- Digital Marketing
- E-Commerce Tools and Applications
- Design Management
- Art and Business

Skills

Microsoft Office Adobe Acrobat Adobe Creative Suite Canva Google Drive Organization Creativity
Flexibility & Adaptability Teamwork Critical Thinking WordPress Google Analytics Customer Service

Work Experience

Graphic Design & Digital Marketing Intern

06-2023 - Present | Dallas, TX

The Trusted Lab LLC

Achievements/Tasks:

- Designs graphics for marketing campaigns including website banners for the company's home page and daily email banners
- Works closely with management to construct and maintain a dynamic and engaging marketing calendar
- Utilizes Klaviyo to configure and schedule promotional email campaigns and analyze campaign performance
- Interacts with customers daily using Zendesk (phone and virtual chat) to solve issues and answer questions
- Uses WordPress to maintain the company's website by uploading and updating promotional content, updating product descriptions, creating and monitoring the performance of coupon codes, and managing customers' orders and subscriptions

Reference::

Bianca Allison - Founder / CRO
bianca@thetrustedlab.com

KOMPASS Representative

09/2022 - 06/2023 | Denton, TX

P.L. Marketing

Achievements/Tasks:

- Utilized planned schematics to reset displays and shelves to company specifications
- Worked independently and efficiently with little supervision
- Maintained good relationships with store management and staff
- Ordered product and replaced labels as needed
- Was helpful and friendly when interacting with customers in a retail and merchandising setting

Reference:

Courtney Berg - KOMPASS Supervisor
(817)715-3505 - courtney.berg@kroger.com

Work Experience (cont.)

Box Office Assistant

10/2021 - 12/2022 | Denton, TX

University of North Texas Department of Dance and Theatre

Achievements/Tasks:

- Experienced in customer service; interacted with patrons through answering phones, returning emails, and making window sales
- Completed office tasks such as updating news-boards, controlling lobby TVs, organizational filing, and running errands across campus
- Sold and scanned tickets for several performances each month while overseeing student ushers
- Experienced in POS systems and trained in cash handling
- Helped to promote shows through social media posts for the department's Instagram; also designed logo for office promotion

Reference:

Courtney Cobb - Box Office Manager
(817)933-8249 - courtneycobb18@icloud.com

Inventory Processor

05/2022 - 08/2022 Pearland, TX

FFP (FBAFlexPrep LLC)

Achievements/Tasks:

- Worked with a processing team to label, consolidate, pack, and send shipments following shipping standards
- Experienced in Amazon Seller Central & Box to manage multiple shipments of product
- Experienced in operating label printers: Dymo, Rollo, Logia
- Printed and placed labels and prepared products and multi-packs by seller-standards
- Problem Solving and space maximization in fast-paced team environment

Reference:

Brian - Owner and Supervisor
(281)935-4268

Interests

- Graphic Design
- Reading
- Creative Writing
- Photo Editing
- Tabletop RPGs
- Art History
- Marketing
- Metalsmithing & Jewelry
- Theatre

Certifications

Google Analytics Academy:

Google Analytics for Beginners
Advanced Google Analytics

Hubspot Academy:

Inbound Marketing
Content Marketing

Linked In Learning:

HTML Essential Training