





# ABIGAIL KING

## CONTACT

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-  Des Moines, Iowa

## EDUCATION

### Drake University

Bachelor of Arts in Digital Media  
Production | Minor in Marketing

Expected May 2025  
Des Moines, Iowa

## SKILLS

### Social Media

Content Creation  
Social Media Management  
Community Engagement  
Analytics and Data Analysis

### Video Production

Storytelling  
Video Editing  
Camera Operation  
Audio Recording and Mixing

### Web Design / Development

Languages: JavaScript, HTML5,  
CSS3 Graphic Design  
Adobe Creative Cloud  
Color and Typography

## AWARDS

### Gold ADDY Award

Des Moines, Iowa | 2023

### Governor's Volunteer Award

Des Moines, Iowa | 2022

## EXPERIENCE

### Digital Marketing Intern

Merkle Retirement Planning | Grimes, Iowa

May 2023 - August 2023

- Develop and implement digital marketing strategies to increase brand visibility and drive website traffic
- Create and manage content for various digital platforms, including social media channels, blogs, and email newsletters

### Youth Action and Research Specialist

Iowa Department of Human Rights | Des Moines, Iowa

August 2021 - September 2022

- Develop program content to discuss advocacy and leadership among youth in Iowa
- Create infographics to demonstrate the success of youth programs

## COMMUNITY ENGAGEMENT

### Vice President of Public Relations

Alpha Kappa Psi Business Fraternity

April 2022 - Present

- Create content on social media to increase engagement within and outside fraternity chapter
- Plan and design recruitment materials
- Address how to implement and ensure diversity, equity, and inclusion within the business and professional world

### Secretary

Drake University Residence Hall Association

May 2022 - Present

- Record minutes for weekly meetings and ensure proper speaking order takes place
- Discuss how to create better experience and increase disability access for students living in residence halls