

Abigail Antolick

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Professional Experience

The Funk'tional Nutritionist

Remote · 2/2025 to Present

Marketing Operations Director

- Direct the comprehensive marketing scope and promotional strategy for two distinct brands, The Funk'tional Nutritionist and Funk'tional Nutrition Academy, overseeing all internal staff and external initiatives
- Recruited and started to build a high-performing marketing team from the ground up, establishing operational workflows and departmental structures to support rapid brand scaling
- Restructured the 1:1 client sales funnel to eliminate purchase friction, resulting in a 43% increase in client volume from 74 in 2024 to 106 in 2025
- Orchestrated the highest-grossing revenue quarter in company history within the first 4 months of tenure by optimizing cross-channel promotional execution
- Re-engineered the enrollment funnel for the Funk'tional Nutrition Academy, producing the second-highest student cohort in the program's history
- Led the migration of the CRM infrastructure to establish a robust reporting dashboard, enabling precise tracking of first-touch and last-touch attribution to optimize ad spend
- Leverage operational data to align brand messaging with sales targets, ensuring cohesive execution across both the service-based and educational arms of the business
- Spearheading the development and launch of a new membership product and dedicated mobile app, projected to generate \$200,000 in incremental revenue within the first year

Mindful Health Life, LLC

Remote · 11/2020 to 02/2025

Director of Marketing Operations (07/2023 - 02/2025)

- Strategize and execute the marketing and promotional calendar for 3 different brands including Earth Echo Foods, FitRise, and Haseya resulting in \$10m+ revenue annually
- Conceptualized, executed, and launched multiple lead gen campaigns in Meta for all 3 brands, resulting in over 6,000 qualified leads in 4 months at an average \$3.50 CPL
- Grew the Haseya brand from a \$0 revenue email list to making over \$400,000 in revenue across all channels in 1 year
- Guided and mentored in-house a marketing team of 4, fostering professional growth and collaboration while managing multiple external agencies to ensure cohesive execution across all channels
- Applied analytics to fine-tune acquisition and retention strategies, boosting lead conversions by 25% and increasing customer lifetime value by 20%
- Develop and maintain the yearly marketing budget for all 3 brands

Senior Marketing Manager (06/2022 - 07/2023)

- Led the evaluation and hiring process for the next paid media partner, actively seeking input and suggestions
- Created and executed a subscription-focused funnel that grew the average duration of a subscription by 25% for Earth Echo Foods
- Responsible for managing and optimizing analytics tools and partners, including Lookerstudio, Clickbank, CB split, and Shopify
- Created an optimized over 20 direct response funnels in both Shopify and Clickbank using A/B testing
- Directed testing and optimization for emails and landing pages, lifting conversion rates by 20%

Senior Manager of Marketing and Operations (06/2021 - 06/2022)

- Worked cross-departmentally with Product Development, Technology, Content and Marketing to launch various e-commerce and direct response marketing campaigns and new product launches
- Responsible for the management of 6 outsourced technology personnel including Developers, Business Analysts, Systems Analysts, and Quality Assurance testers
- Managed up to 46 different marketing campaigns per quarter, helping to bring in \$3.5m+ in revenue
- Designed and built 50+ sales and product pages in Shopify resulting in \$1m+ per quarter

Operations Project Manager (11/2020 - 06/2021)

- Developed, automated, and successfully executed a new product launch system that was used to launch 8 new product SKUs in 16 months across all channels
- Took over a failing project two weeks before launch and successfully managed expectations and execution of the project - resulting in a successful beta launch earning \$100k+ in net revenue
- Managed 4 members of the content creative team including Video Production, Content Writing, and Graphic Design
- Managed over 100 hours of consultants in both graphic design and e-commerce technology
- Ran a live event where Earth Echo was a sponsor, resulting in an additional \$15k revenue from the event

Agora Financial

Baltimore, MD · 04/2019 to 11/2020

Production Manager (04/2020 – 11/2020)

- Managed and led a production team of 5 consisting of Web Designers, Graphic Designers, and Front-end and Back-end developers
- Managed a 24-hour info-product launch event that earned \$1.4 million in revenue
- Worked cross-functionally with the marketing, e-mail, video and copy writing teams to produce full promotions weekly
- Resolved high-level customer service issues and improved future customer service processes
- Led monthly ideation and strategy meetings with the Marketing leadership and production team to plan and implement ways to improve the customer experience and new marketing efforts

Project Coordinator (04/2019 – 04/2020)

- Led and directed the operations of a financial product that generates \$2 million a year in revenue
- Led the integration of multi-million dollar products into Agora's family of financial products and publications
- Coordinated with editorial, marketing, and copy teams on affiliate relationships

Kforce Professional Staffing

Linthicum, MD · 05/2017 to 04/2019

Operations Analyst

- Gathered and analyzed business requirements in support of our Sales and Delivery teams
- Led implementation of new CRM – Dynamics 365 that helped bring in \$25 million in revenue for the Baltimore Office
- Created social media campaigns in support of our sales efforts
- Promoted to Field Operations Specialist after a year of employment
- Sourced prospective clients through multiple analog and digital channels
- Scheduled and conducted client meetings to introduce new clients to the value of Kforce
- Collaborated with Kforce colleagues to facilitate the placement process of new employees

Systems

CRM & Commerce Platforms:	ClickBank, Shopify, Dynamics 365, CB split, Marorpost, Klaviyo, GoHighLevel, Keap
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Business Intelligence (BI):	Qlikview, DOMO, Datastudio
Project Management:	Asana, Jira, Airtable, Smartsheets, Basecamp
Marketing & Attribution Management:	Wicked Reports, Attentive, Google Analytics, Outbrain, Refersion
Apps:	Recharge, One-Click Upsell, Zipify, LiveRecover, SMSbump, Attentive, Community, Yotpo Suite, Slack, Zapier

Education and Certifications

Towson University

Towson, MD · Graduated 2017

B.S. in Business Administration with a concentration in Management

Certified ScrumMaster (CSM) - 2021