

March 2025

# ABBY MALAKOFF

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[LinkedIn](#)

## PROFESSIONAL SUMMARY

Motivated Senior English major with a business minor and a focus on Professional Writing and Technical Communication. Strong background in writing, marketing, data analysis, and critical thinking. Passionate about creating compelling content, connecting with diverse audiences, and seeking opportunities to apply and expand these skills professionally.

## EDUCATION

**Master of Science in Business Analytics** | Expected May 2026

- Isenberg School of Management, University of Massachusetts

**Bachelor of Arts in English** | Expected May 2025

University of Massachusetts Amherst

- Minor in Business, Isenberg School of Management
- Professional Writing and Technical Communication (PWTC) coursework
- Dean's List Recipient

## SKILLS/TECHNICAL COMPETENCIES

- Data Analysis: Business Intelligence/performance tracking, social media & marketing tools, campaign analysis
- Writing/Editing: Technical writing, research, creative writing
- Technical: Microsoft Office Suite, Adobe InDesign, Excel, Canva, Salesforce, Madcap Flare, VS Code, GitHub

## RELEVANT COURSEWORK

- *Professional Writing Projects*: produced and designed 25-page Microsoft Word Manual, created Madcap Flare website and VS code website utilizing HTML and CSS, produced an InDesign Chapbook featuring my own poetry, and researched/wrote a 6,000-word grant proposal.
- *Business/Data Analytics Courses*: Data Management using Excel, Marketing, Corporation
- Finance, Accounting, Operations and Information Management.

## PROFESSIONAL EXPERIENCE

### Marketing Intern

Red Stapler IT Company | May 2023 – Oct 2023

- Created social media content to enhance brand awareness and engagement.
- Assisted in managing client social media accounts and campaigns.
- Analyzed campaign performance and reported insights to senior staff.

**Beauty Advisor**

Sephora | June 2024 – Sept 2024

- Promoted and upsold products to enhance the customer experience.