

ABIGAIL KEMP

DIGITAL MARKETER / DESIGNER

Experienced and Certified Marketing Manager with a proven track record of working in the Marketing and Advertising Industry.

Skilled with building, implementing, defining, and driving strategic national, and international, digital marketing strategies - with a diverse portfolio of B2B and B2C campaigns for clients across many different industries.



SKILL

Social Media Marketing	<div><div></div></div>
Google Ads Marketing	<div><div></div></div>
Content Creation	<div><div></div></div>
Graphic Design	<div><div></div></div>
SEO Advertising	<div><div></div></div>
Marketing Strategy	<div><div></div></div>

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Address

Sittingbourne, Kent, UK

EXPERIENCE

01

Sprint Digital

2019 - Now | Digital Marketing Executive

Responsible for managing and creating content for an abundance of marketing clients - specialising in Facebook, Google, Instagram and LinkedIn. Through successful digital marketing strategies, I drove online traffic to generate leads, & brand awareness for many businesses. My main achievements in this role were doubling Snap Fitness' lead generation within 3 months and reducing MyFirstGym's CPC by 62%.

02

Bernice Allan

2019 - 2019 | Social Media Manager

Being a social media and sales manager, I was responsible for implementing digital marketing strategies, managing the business' social media, planning and organising events and creating content through the Adobe Suite. Within 3 months, I managed to secure sales exceeding \$120k, through sales calls, social media ads and click funnels.

03

Reynolds Fitness Spa

2016 - 2017 | Receptionist & Sales Advisor

Daily operations involved carrying out high level prospect tours and investments. I consistently achieved 30% above my target each quarter I worked here - continuously working to high conversion rates and specific deadlines. One of my main achievements was setting up an event in order to raise money for Macmillan Cancer of over £500.

EDUCATION

2012 Business Studies

2014 Fulston Manor, UK

Developed an understanding into the nature and scope of business by covering economic, ethical, environmental, governmental, legal, social and technological issues.

2012 Travel & Tourism

2014 Fulston Manor, UK

Encouraged to appreciate the scale and importance of the travel and tourism industry and recognise the positive and negative impacts the industry may have on people, environments and economies.

2012 Mathematics

2014 Fulston Manor, UK

Developed the skill of working with mathematical information with the ability to think logically and independently - through core mathematics, statistics and technical mechanics.

CERT

Google Ads Display
Google Ads Search
Google Ads Video
Adobe After Effects
Adobe Photoshop
SEMrush Site Audit

ACHV

Fluent in Spanish
Diana Award
Volunteering
Published Content
First Aid at Work
UK Drivers License

A full breakdown of qualifications, experiences and references are available upon request.