

Abigail Garrison Stallings

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<https://www.abigailstallings.com/portfolio>

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Relevant Experience

College Admissions Essay Consultant

June 2022-Current

Self-Employed, Remote

- Advise private clients on the college admissions process, including providing feedback and generative writing exercises to assist in crafting dynamic and competitive college admissions essays
- Work for EduSmith Thailand as their native English college admissions essay reviewer, providing constructive feedback for international students applying to the world's top colleges and universities

Freelance Writer (Copywriter, Editor, Proofreader)

February 2021-Current

Self-Employed, Remote

- Digital content writer crafting SEO-friendly text for UK-based startup *Uptime*, an app promoting 'hack' based book, podcast, and course summaries to over 700,000 global users
- Research and copywriting in-depth summaries for *SuperSummary*, an online platform providing literature study guides to over 35 million students, educators, and book readers
- Native English speaker proofreading Spanish-to-English translations, corporate communications, legal documents, and marketing copy
- Creating a distinct brand voice and identity through storytelling for clients in the consumer goods space
- Editing manuscripts for clients in the creative writing and academic fields

Advertising Account Executive

October 2011-March 2013

TrendyMinds, Indianapolis, IN

- Managed client accounts and internal teams for projects that included branding and identity work, website builds, event planning, and development of integrated marketing campaigns
- Served as a primary copywriter producing original SEO-optimized copy for web content including social media writing and email marketing campaigns; copywriting for direct mail and billboards; scriptwriting for radio and video projects
- Developed creative content strategies and editorial calendars
- Used WordPress and other content management systems for blogging and maintenance of digital assets

Additional Experience

Creative Consultant

September 2013-Current

Nate Berkus Associates; Sally Brown Interiors; Private Clients

- As an interior designer, poet, and visual artist I regularly work with clients seeking creative direction in their projects ranging from restaurant interior design to copywriting for arts-based endeavors.

Education

The University of Massachusetts, Amherst, MA

August 2017- February 2021

M.F.A. in Creative Writing – Poetry

- Poetry Fellowship (2017-2020); Thesis Grant (2019); Teaching Associate (2017-2019)

DePauw University, Greencastle, IN

August 2006-May 2010

B.A. in English Writing and Communications