

Abigail Stallings

abigailstallings@gmail.com

+1 317 379 0604

Relevant Experience

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

Communications Coordinator

March 2013-September 2013

Barnes & Thornburg LLP, Indianapolis, IN

September 2010-October 2011

- Wrote and edited copy for digital and print marketing collateral, as well as public relations functions including press releases
- Used Adobe Photoshop and InDesign to create visual content for the firm’s landing page, social media, and e-newsletters
- Developed a comprehensive digital strategy aimed at creating innovative and sustainable marketing practices

Additional Experience

Creative Consultant

September 2013-Current

Nate Berkus Associates; Sally Brown Interiors; Private Clients

- Integrates a human-centered perspective and creative process that embraces design-centric thinking while meeting the evolving needs of clients seeking interior design, production design, styling, and photography services

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