

Abigail Vieth

La Crosse, Wisconsin
(608)-633-7270

Education

Western Technical College, La Crosse, WI

Digital Marketing, Associate of Applied Science Degree	Anticipated Graduation: August, 2023
Digital Marketing Specialist, Technical Diploma	12/17/2022
Digital Content Specialist, Certificate	8/21/2021

Qualifications

Social Media Marketing

Used a marketing simulation to create a social media content strategy and integrate content across various social media channels.

Identified a target customer persona and reviewed metrics and revised posts to achieve my overall goal of increasing impressions and conversions.

SEO and Marketing Analytics

Used Google Analytics to track metrics for a landing page over the course of a semester.

Researched key phrases and updated landing page content to increase session duration and lower the bounce rate.

Certifications

HubSpot Social Media Marketing

HubSpot Email Marketing

Google Ads Search Certification

Google Analytics

Work History

Bartender , Market Bar, Sparta, WI	July 2020 – Present
Server , Bier Haus, La Crosse, WI	June 2019 – August 2020
Dietary Aide , Gundersen Health System, La Crosse, WI	March 2017 – June 2019

