

## CONTACT

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www.abbyletson.com

## EDUCATION

### Master of Business Administration (MBA) in Executive Leadership

Felician University

4.0 GPA | Sigma Beta Delta  
International Honor Society Nominee

### Bachelor of Arts in Philosophy & Religious Studies; Minor in Creative Writing

Pace University

3.96 GPA  
Pforzheimer Honors College  
Student, a Top 100 Scholar,  
*summa cum laude*.

## CERTIFICATIONS

### AI For Business Certificate

University of Pennsylvania's  
Wharton School of Business  
2025 | Via Coursera

### Corporate Communications Certificate

University of California, Irvine  
2025 | Via Coursera

### Meta Social Media Marketing Certificate

Meta  
2025 | Via Coursera

## LANGUAGES

English (Native)  
Hebrew (Conversational)

# Abigail Letson, MBA

## Marketing Leader & Growth Strategist

## EXECUTIVE SUMMARY

A strategic and results-driven marketing leader with 7+ years of experience in developing and executing innovative, high-impact marketing and branding campaigns. Specializing in traditional and digital marketing; media buying; and AI-powered, savvy marketing strategies to achieve record-breaking results. Skilled at using data-driven insights to build tailored strategies across B2B, D2C, and SaaS. View my portfolio demonstrating my success and impact at [www.abbyletson.com](http://www.abbyletson.com).

## WORK EXPERIENCE

### Felician University

Interim Director of Marketing	2024-2025
Marketing Manager	2024-Present
Assistant Director of Marketing	2019-2022

- Strategic Marketing & Growth Leadership
  - Spearheaded brand revitalization and growth initiatives, driving a \$4.8M net tuition increase in two years and a \$3.4M post-pandemic revenue recovery.
  - Directed comprehensive marketing strategy and operations across all roles, leading the university's marketing department (team of 4) to drive enrollment growth and enhance institutional visibility.
  - Orchestrated multi-channel growth campaigns (digital, print, TV, radio, OOH) from concept to execution, achieving record-breaking event attendance (e.g., 134.9% increase in graduate registrants; 36% increase in undergraduate registration with 33% budget reduction).
  - Served as chief marketing strategist and primary liaison across Admissions and Academic department leadership, propelling the university to achieve its highest enrollment numbers to date.
- Digital Transformation & Performance Growth
  - Spearheaded extensive digital marketing transformation, encompassing website strategy, SEO, and paid media; led construction of a new university website that increased traffic by 85% within the first week.
  - Managed all university social media platforms (FB, LI, X, IG) and sophisticated email nurture campaigns, optimizing paid and organic content strategies via platforms like Sprout Social to boost brand awareness and lead conversion.
  - Drove data-informed marketing decisions, leveraging analytics and conversion tracking to rigorously optimize performance and improve ROI across all digital channels.
  - Spearheaded AI integration into marketing department for lead-generation, capture, and nurturing plus internal automation.
- Content, Brand & Communications Authority
  - Developed and managed comprehensive content strategy and production for all programs, authoring high-impact materials including website copy, articles, ads, scripts, presentations, collateral material, and email campaigns.
  - Authored high-level communications, including press releases and speeches for university leadership (President, Administrators, Subject Matter Experts), facilitating media distribution and enhancing thought leadership.
  - Spearheaded the university-wide rebrand initiative, overseeing the unveiling of new digital and print assets, and established the institution's first-ever brand guidelines to ensure cohesive brand identity and messaging.
- Budget, Vendor & Cross-Functional Management
  - Managed a \$600K annual marketing budget and a \$150K event budget, strategically allocating funds to maximize ROI across all initiatives.
  - Negotiated and managed all external vendor contracts (including for AI-powered advertising, digital marketing, web development, and traditional media), ensuring optimal partnerships, cost-effectiveness, and proven ROI.
  - Provided strategic vision, set priorities, and delegated tasks across internal teams and external collaborators, ensuring alignment with overarching institutional goals and seamless project execution.

# Abigail Letson, MBA

## SKILLS

- Marketing Strategy & Go-to-Market (GTM) Planning
- Brand Strategy
- AI Integration & Marketing Automation
- Digital Analytics & Reporting (GA4, Semrush)
- Search Engine Optimization (SEO) (Yoast, Semrush)
- Content Management Systems (WordPress, Wix, Basic HTML)
- Social Media Management (Sprout Social)
- Email Marketing & CRM (Mailchimp, Slate)
- Lead Nurturing & Conversion Optimization
- Team Leadership & Development
- Cross-Functional Collaboration
- Budget & Vendor Management
- Project Management (Monday.com, Smartsheet)
- Brand Development & Graphic Design (Canva, Adobe Creative Suite familiarity)
- Market & Competitive Analysis
- Strategic Communications
- Remote Leadership & Productivity

## CURRICULUM DESIGN

Created and taught two undergraduate courses at Moravian University: Negotiations 101 and Conflict Management.

## UNIQUE EXPERIENCE

- Pioneering Female Athlete
  - First and only female placekicker on my high school football team, setting records as one of the highest-performing placekickers in New Jersey.
- Media Recognition
  - Wrote an article about my experience, which was published by The Today Show and praised as a "must-read" by Dr. Jen Welter, the first female NFL coach

### Ferris AI

An artificial intelligence start-up offering agentic solutions for the civil engineering industry.

#### Head of Marketing (Pro Bono)

2025-Present

- Architected and executed comprehensive Go-to-Market (GTM) and marketing strategies with a lean approach, effectively establishing market presence and driving initial awareness for AI solutions.
- Built the company's entire brand identity from 0 to 1, leveraging in-depth market and competitive analysis to define a unique value proposition and ensure differentiation.
- Spearheaded audience segmentation and product-marketing alignment, deeply understanding user needs (both stated and unstated) to identify opportunities where AI solutions could solve critical issues.
- Developed high-impact marketing assets, including compelling company presentations for industry conferences and social media content, ensuring brand consistency and engagement.

### BioCentriq (now Made Scientific)

A NJ-based biotech specializing in cell therapy contract development and manufacturing.

#### Marketing Manager

March 2022-November 2023

- Marketing Strategy and Project Management
  - Directed comprehensive marketing strategies from content creation through execution, distribution, and reporting, including developing detailed project plans and conducting competitor research.
  - Contributed directly to the successful sale of BioCentriq for \$73M by driving demand generation and enhancing market visibility through targeted initiatives.
- Communications and Public Relations
  - Authored and distributed all press releases and email newsletters, collaborating cross-departmentally and with external stakeholders for seamless approvals and distribution.
  - Managed public relations efforts, successfully pitching news to industry publications and actively monitoring media pick-ups to expand brand reach.
- Website and Social Media Management
  - Managed all website content updates and oversaw the external web development team's work, ensuring SEO tactics were optimized and conversions tracked via Google Analytics.
  - Developed and executed social media ads and organic campaigns across all platforms (including design and copy), growing the LinkedIn following by an impressive 342% through a new strategic approach.
- Vendor Management and Sales Support
  - Negotiated all external vendor contracts and continuously managed associated budgets, ensuring cost-effective partnerships aligned with overarching marketing goals.
  - Strategically aligned marketing initiatives with business development KPIs, providing sales teams with essential content and materials (e.g., pitch decks, collateral, emails) to directly fill the funnel, support revenue generation, and accelerate the sales cycle.

### Marketing & Growth Consultant

Remote

2018-Present

Clients span various industries, including tech and AI, defense, education, investing, health and wellness, industrial design, and more.

- Ferris AI
- New Jersey Institute of Technology
- New Jersey Innovation Institute
- Family Business Fund
- Muir & Associates
- North Point Associates
- Partouch Concepts
- myAir
- Moravian University
- The Fit Cove
- Silex Tactical Edge