Abigail Letson, MBA

Marketing Leader & Growth Strategist

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EXECUTIVE SUMMARY

Strategic marketing leader with an MBA and 8+ years of experience driving high-ROI growth across D2C, B2B, SaaS, biotech, and higher education. Specializes in 0-to-1 GTM execution, revenue turnarounds, and positioning companies for multi-million-dollar acquisitions. Seeking opportunities to drive significant growth at a cutting-edge company.

Key Commercial Impact

- **High-Value Exit:** Helped establish the strategic marketing foundation and brand positioning that led to a $73M biotech exit (BioCentriq, now known as MadeScientific).
- **Investment Fund Launch:** Authored launch website copy, developed CEO thought leadership content, and advised on brand strategy, leading to over $30M in initial fund capitalization (FamilyBusinessFund).
- **Revenue Generation:** Drove net tuition revenue from $33.8M to $38.6M in 2 years at Felician University, delivering +$4.8M in net new recurring revenue.
- **B2B AI Growth:** Built the full brand identity and GTM strategy for Ferris AI (Civil Engineering tech). Took a bootstrapped platform from zero to enterprise clients in 6 months.

CAREER EXPERIENCE

Felician University

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

- **Revenue Recovery:** Realigned multi-channel marketing (Digital, TV, Radio, OOH) on a $600K budget, reversing post-pandemic declines to achieve a $3.4M revenue recovery.
- **Tuition Growth:** Spearheaded brand revitalization, scaling net tuition from $33.8M to $38.6M in two years.
- **High-ROI Marketing Strategy:** Drove a 64% increase in leads and 41% growth in new student (customer) acquisition alongside record event attendance — all while cutting marketing spend by 33%.
- **Cross-Functional Leadership**: Led marketing team of 4, managed operating budget, and directed external agency and vendor relationships to drive unified campaign execution.

BioCentriq (Now MadeScientific)

Marketing Manager March 2022-Nov. 2023

- **M&A Readiness:** Built the strategic marketing and brand foundation, sales enablement, and demand generation funnel as sole marketing staff member, directly supporting a successful $73M acquisition.

Freelance Strategic Marketing Consultant & Professor 2018-2026

- **Ferris AI (2024–2025):** Drove early user adoption and secured enterprise contracts within 6 months for an AI startup by building 0-to-1 brand identity, GTM strategy, and vertical integration growth plans.
- **Cross-Industry Brand Building:** Built GTM strategies and brand identities and assets for diverse clients, including NJIT, Partouch Concepts, The Fit Cove, and more.
- **Professor at Moravian University:** Adjunct professor of marketing strategy for MBA students. Created and taught undergraduate courses in Negotiations 101 and Personal Branding.

EDUCATION

Degrees

- **MBA in Executive Leadership** | Felician University
- **BA in Philosophy & Religious Studies, Minor in Creative Writing** | Pace University

Certificates

- **AI in Business Certificate** | UPenn's Wharton School
- **Corporate Communications Certificate** | UC Irvine