

CONTACT

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🌐 www.abbyletson.com

EDUCATION

Master of Business Administration (MBA) in Executive Leadership

- Felician University

Anticipated August 2025 | 4.0 GPA

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

- Pace University

Graduated 2019 | 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

PROFILE SUMMARY

A strategic and results-driven marketing leader with 7+ years of proven experience in developing and executing innovative, high-impact marketing campaigns. Specializing in traditional and digital marketing, media buying, and AI-powered, savvy marketing strategies that leverage limited resources for major results. Skilled at using data-driven insights to build tailored strategies across B2B, D2C, and SaaS with a strong track record of driving brand awareness, customer acquisition, and growth.

WORK EXPERIENCE

Marketing Manager

Felician University, Remote

Feb. 2024 – Present

- Marketing Leadership & Strategic Oversight
 - Lead the marketing department for the entire university, managing a staff of five, overseeing all branding, communications, advertising, and digital strategies to drive enrollment and institutional visibility.
 - Serve as the chief marketing strategist, managing campaigns from concept to execution, ensuring alignment with the university's enrollment and engagement goals.
 - Developed and executed multi-channel marketing strategies, including digital, print, radio, billboards, TV, and transit ads, leading to record-breaking event attendance and brand growth.
 - Drove the most successful recruitment events in university history:
 - Fall undergraduate open house: 13.2% increase in registration, marking the largest event to date.
 - Fall graduate open house: 134.9% increase in registrants.
 - Spring undergraduate open house: 36% increase in registration while reducing budget costs by 33%.
 - Spring graduate open house: 82.5% increase in registrations.
- Budget Management and High-Impact Marketing Investments
 - Manage a \$600K marketing budget, allocating funds across branding, advertising, events, and digital campaigns to maximize ROI.
 - Oversee a \$150K event budget, ensuring cost-effective, high-impact recruitment experiences.
 - Launched the university's largest digital campaign to date, securing a \$30K investment in advanced digital marketing and AI-driven strategies.
 - Negotiate and manage contracts with external vendors across digital marketing, AI-powered advertising, traditional media, print, web development, and broadcast.
- Digital Marketing, Web, and Social Media Leadership
 - Oversee all digital marketing efforts, including website strategy, SEO, paid media, and social media engagement.
 - Manage all university social media platforms, leading paid and organic content strategies to enhance brand awareness and recruitment efforts.
 - Drive data-informed marketing decisions, leveraging analytics to optimize performance and improve conversion rates.
- Department Leadership and Cross-Functional Collaboration
 - Lead the university's marketing team staff of five.
 - Provide strategic vision, set priorities, and delegate tasks to ensure alignment with institutional goals.
 - Serve as the primary marketing liaison across departments, collaborating with admissions, academic leadership, and external stakeholders to advance the university's mission.
 - Manage all marketing vendors, including for billboards, printers, radio, TV commercials, digital and AI marketing vendors, online program management vendors, and more while negotiating prices and package offerings.

ABIGAIL LETSON

MARKETING LEADER

✉ abbyletson10@gmail.com

SKILLS

- Marketing Management
- Market Research & Analytics
- Writing & Editing
- Executive Leadership & Innovation
- Communication & PR
- B2B, D2C & SaaS
- SEO & SEM
- Product Marketing
- Social Media & Digital Marketing
- Graphic Design (Canva, Adobe)
- Basic HTML & WordPress
- MailChimp & Slate
- Remote Productivity
- Flexibility & Creativity
- AI Marketing

PUBLICATIONS

- "An Eerie Holocaust Remembrance Day," *Aish.com*, 2024
- "I Lost Two Close Friends in the Israel-Hamas War, But Not Because They Died," *Aish.com*, 2024
- "I Left the War Zone, But I'll Be Back," *Commentary Magazine*, 2023
- "What I Learned Being the Only Girl on My High School Football Team," *TODAY.com*, 2023

COURSES

Developed and taught two undergraduate courses for Fall 2025 at Moravian University: Negotiations 101 and Conflict Management.

UNIQUE EXPERIENCE

I played American football as the first and only girl on my high school's team, setting records as one of the highest-performing placekickers in New Jersey. An article I wrote on this experience was published by the Today Show and deemed a "must-read article" by Dr. Jen Welter, the first female NFL coach.

Marketing Manager

BioCentriq, Remote

March 2022–November 2023

Marketing Strategy and Project Management

- Manage all marketing strategies and initiatives from content creation through execution, distribution, and reporting, including developing project plans, conducting competitor research, tracking success through reporting capabilities, and utilizing a multi-channel marketing approach.
 - Efforts contributed to the sale of BioCentriq for \$73M.
- Communications and Public Relations
 - Author & distribute all press releases and email newsletters by working interdepartmentally and with external stakeholders to facilitate approval process. Pitch news to publications and monitor pick-ups.
- Website and Social Media Management
 - Manage all website updates and oversee external web development team's work as needed. Ensure SEO tactics are used and track conversions using Google analytics.
 - Manage all social media platforms, create social media ads and posts (including design and copy), and assess analytics. Launched social media strategy that grew LinkedIn following by 342%.
- Vendor Management and Business Development Support
 - Negotiate deals with external vendors and continuously manage associated budgets. Maintain vendor relationships and recommend changes as needed.
 - Align marketing strategy to support business development KPIs and provide them with content and materials for meetings, events, pitches. This includes emails, pitch decks, collateral materials, social media, etc.

Assistant Director of Marketing for Content & Social Media

Felician University, Remote

Feb. 2019–Feb. 2022

- Content Development and Project Management
 - Write copy and manage all undergraduate, graduate, and certificate marketing projects and materials, including website, social media, collateral materials, advertisements, articles, scripts, email campaigns, presentations, etc. to boost enrollment. Efforts led to the highest enrollment numbers to date and increased event attendance by 33%.
 - Manage and adhere to budget.
- Website and Social Media Management
 - Make all content updates on website as needed via WordPress, develop landing pages, track conversions, work with stakeholders to facilitate approval of content, etc. Built new website by collaborating on design and writing copy. Website traffic increased approximately 85% within the first week of launching new site.
 - Build and manage social media calendar through Sprout Social; make paid and organic posts on Facebook, LinkedIn, Twitter, and Instagram; track success through reporting and adjust as needed.
- Communications and Public Relations
 - Author press releases, articles, advertorials, and speeches on behalf of university president, administrators, and subject matter experts. Facilitate approval process interdepartmentally and distribute through media contacts.
- Brand Creation and Management
 - Helped lead the university rebrand, unveiling new website, collateral, logo, etc.
 - Created university's first-ever branding guidelines and ensured adherence.

Freelance Writer, Editor, & Marketing Consultant

Remote

2018 – Present

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

- Aish.com
- TODAY.com
- New Jersey Institute of Technology
- New Jersey Innovation Institute
- Family Business Fund
- Muir & Associates
- Ferris AI
- North Point Associates
- Partouch Concepts
- myAir
- Moravian University
- Happiness Studies Academy
- The Fit Cove