

# Abbey Bowling

Your Friendly Neighborhood Writer + Designer



## Contact



abbeybowling.com  
abbey.bowling@gmail.com



## Education

**B.S. in Journalism,  
Minor in Psychology**

Abilene Christian University

**Study Abroad:** May – June 2015  
at Oxford University

**Society of Professional  
Journalists:** 2016 – 2017 Vice  
President

## Technologies

**Adobe Creative Suite:** InDesign,  
Photoshop, Premiere Pro,  
Illustrator, Audition, Lightroom

**Coding:** HTML (Hypertext Markup  
Language), CSS (Cascading Style  
Sheets)

**Digital Marketing:** Salesforce  
Marketing Cloud, Hubspot

**Microsoft Office:** Word, Outlook,  
Powerpoint, Excel

**Website Management:** Wordpress

**Editing:** AP Style

## Skills



Writing



Design



Social Media



Video Editing



Email Marketing

## Experience

### Digital Executive Producer

KDAF CW33 in Dallas, Texas

September 2023 – Present

- Writing, editing, and curating high-performing content for cw33.com
- Creating content for social media platforms (Instagram, Twitter, YouTube, Facebook, TikTok)
- Reporting “Always Fun” lifestyle-driven happenings in and around Dallas/Ft. Worth to build a loyal local audience by being responsive to traffic patterns and audience interest
- Building digital campaigns to promote local shows and specials
- Ensuring all content meets company standards for journalistic integrity and production quality
- Crafting unique homepage layouts

### Marketing Associate

Heart+Mind Strategies (Remote)

April 2022 — September 2023

- Wrote and edited high-quality thought leadership articles, blogs, and in-depth research trend reports
- Created engaging content for social media (LinkedIn, Twitter, Facebook, Instagram, YouTube) to raise brand awareness and support marketing efforts
- Monitored and tracked website and social media analytics
- Created and managed weekly marketing email campaigns, with a combined distribution list of 5,000+
- Managed corporate website page elements, updates, and content (landing pages, blog, case studies, etc.)
- Enhanced SEO of website content through best practices
- Worked with project teams to create design assets for client pitches and deliverables
- Video and photo edited, as needed
- Member of the Diversity, Equity & Inclusion Team

### Marketing Communications Specialist

Higginbotham Insurance in Fort Worth, Texas

February 2019 – April 2022

- Writing blogs and marketing copy while maintaining consistent brand voice and utilizing SEO best practices
- Creatively designed marketing materials, corporate communications, and advertisements within deadlines while adhering to style guides
- Contributed to daily social media management – creating content for Facebook, Instagram, Twitter, and LinkedIn with 15,000+ combined followers and a 10% YoY increase in follower count – plus data analytic reports to track growth and engagement
- Managed monthly email newsletter sent to 60,000+ subscribers with 90% average engagement
- Website building and management through Wordpress for higginbotham.com and higginbothamfinancial.com
- Photoshop editing, video production and editing, HTML and CSS coding
- Total estimated marketing-influenced revenue for 2021: \$450,000

References available upon request.