

---

# abigail ballanger

---

**Strategy**

---

**Creative**

---

**Design**

---

647.528.5084

abigail.ballanger@gmail.com

---

## work

---

### Digital Marketing, Design & Strategy

#### Little Rocket

May 2016 - Present

---

#### Email marketing - Design & Strategy

##### Junior front-end web design

Custom web design (UX/UI) and modifications to existing themes. Managing developers.

##### Social media strategy

Monthly strategy, community management and content curation.

##### Visual & brand strategy

##### Project management

Clear, tactful and strategic communications with all stakeholders. Including mapping out project timelines and deliverables. Managing team members & meeting with the clients (Travel).

---

**Brands:** FI Collection, Nobis, idrinkcoffee.com, Unique Fine Fabrics, Tokyo Smoke, Heart & Stroke, Van Der Pop, Xtraroom, Bennett Precision, Century Novelty, Cannabis Goods

---

### Design & Production Assistant

#### Studio Bicyclette

September 2013 - Present

---

#### Custom Social Content - Strategy, Execution & Organization

##### Produced Numerous Photoshoots

##### Behind the scenes - Photography & Video

##### Icon Design

Internal use, for clients & stock shop.

##### E-course & Social Workshops

Slide design, icon design & creating graphic elements.

---

**Brands:** Central Roast, Love Child Organics, Innovation in a Box, Studio Bicyclette Stock Shop, Tiger & Eloise, Animist, Scarlet O'Neill Photography (collaboration), Brand it Beautiful

---

### Brand Direction & Design

#### Freelance + Collaborations

May 2015 - Present

---

#### Visual Strategy

##### Art Direction & Photography

Produced images for web & social media styled shoots, collaboration & event photography.

##### Graphic Design elements

Icon designs, logo designs, media kits, digital illustration

##### Web design & set up

---

**Brands:** Breeyn McCarney, Houndr, The Hamilton Midwives, Rosalie Wynn, Stress to Strength, House of Anesi, Free People, Vantage Church, Lashit

---

### Marketing Assistant

#### Fashion Zone

October 2015 - May 2016

---

#### Visual Strategy: Blog, Instagram & Campaigns

#### Graphics - Newsletters, Events graphics & Onboarding Guide

#### Organization - Events & On-boarding

---

## education

---

### Ryerson University

#### Bachelor of Design

Fashion Communications

2012 - 2016

---

## skills

---

**Adobe Creative Suite** | Photoshop, Illustrator, InDesign, XD, Premiere, Lightroom, Muse

**Brand Strategy** | Art Direction & Storytelling | Shopify

**Strong interpersonal & communication** | Able to lead a team confidently, passion driven & excellence focused.

---

## extra curricular

---

### Event Producer

#### PechaKucha Toronto

March 2017 - Present

---

#### PR & Marketing

##### Community Out Reach

Source potential speakers, venues, volunteers.

##### Event Management: Day of, Pre & Post Event

##### Partnerships & Sponsors

##### Sales Management

Financial & budget: tracking & allocations, customer service, food & beverage.