

ABIGAIL ALLEN

Parker, Colorado
abigail.shagin@gmail.com
267.969.2299
abbyallendesign.com

Multidisciplinary Designer and Communications Expert with a strategic and analytical mindset. Self-starter adept in spearheading creative projects from conception to execution and building professional relationships through strong communication and energetic collaboration.

PROFESSIONAL EXPERIENCE

CX PRESALES VISUAL DESIGN SPECIALIST *CX Global Design Services | Remote | August 2021 - February 2023*

My daily tasks revolved around branding and communications, internally and externally, within the presales line of business.

- Designed a visual brand treatment for CX Presales North America and rolled out templates for field use
- Led art direction on presentations and collateral for over 120+ customer opportunities, worth over \$54M in total pipeline (annual contract value) as of January 2023
- Designed interactive application prototypes to showcase solution features and demonstrate optimal user experience to prospects
- Create customizable templates to support field in scaling existing assets while ensuring outstanding design

HXM SUITE SOLUTION MARKETING FELLOW *HXM Solution Marketing | Remote | 2021 March - August*

Immersed in activity related to building core assets for SAP Solution Marketing, I had the opportunity to work collaboratively with the larger Solution Marketing team and execute on deliverables as a 6-month high performing Fellow.

- Led creation of 13 assets, within a tight timeline, for Global marketing campaign; assets produced include social banners, social media copy, blogs, and downloadable one-pagers
- Wrote and published product solution briefs, positioning and messaging guides for use on sap.com
- Wrote script and fully produced solution "video teaser" as part of a dynamic campaign page for a new product launch

COMMUNICATIONS & OPERATIONS LEAD *CX NA Presales | NSQ/Remote | 2018 - 2021*

Starting as the executive assistant to the Executive lead of 100+ Field Employees, I was in a unique position to expand my role into the team Communications and Operations Lead, gaining the opportunity to drive cross-functional initiatives and programs

- Led key leadership initiative for team culture, employee branding and development and designed dynamic project launch assets; project was scoped out across all Presales lines of business reaching and impacting 500+ field employees
- Produced and programmed quarterly 'All-Hands'; including dynamic video assets and executive talk track
- Drafted and consulted on all on-going communications from Executive Leader to multiple audiences

EDUCATOR & PROGRAM COORDINATOR *Science Leadership Academy High School | Philadelphia, PA | 2017 - 2018*

Responsible for fully managing Career & Technical Education Internship Program. Adapted fluidly between administrative, strategic, and teaching tasks on a daily basis.

- Analyzed needs of students, school, and local community in order to build out a successful integrative, on-site learning program
- Facilitated high-energy, engaging workshops for 100+ high school students on workplace professionalism
- Taught digital media class to 126 students and career skills to 142 students resulting in successful student outcomes such as landing internships, paying jobs, and college acceptances

DIGITAL PROJECT COORDINATOR *SAP.com | Newtown Square, PA | 2016 - 2017*

Executed sprint tasks in Agile related to developing sap.com on a daily basis.

- Revamped communication strategy to include human-centered language and engaging media content in order to increase stakeholder buy-in and awareness on SAP.com developments in 2017

DIGITAL COMMUNICATIONS *SAP NA Comms | Newtown Square, PA | 2015- 2016*

Subject matter expert on implementing video content to incite meaningful employee engagement with SAP NA leadership brand in 2015.

CORPORATE SOCIAL RESPONSIBILITY EVENT COORDINATOR *SAP NA CSR | Newtown Square, PA | 2014- 2015*

Acted as one leg of the Month of Service coordination team for SAP North America. Responsible for NSQ and Atlanta engagement outcomes. Produced dynamic and creative content as part of program reporting.

ENABLEMENT CONTENT CREATOR *SAP Sales Enablement | Newtown Square, PA | 2011- 2014*

Produced video content as part of digital online learning library for SAP Sales.

EDUCATION

VIDEO PRODUCTION, B.S.
Drexel University,
Philadelphia
2007 - 2011

SKILLS

//Writing / Video Editing / Integrated
Communication / Graphic Design / Project
Management / Digital Marketing / Executive
Messaging / Microsoft PowerPoint / Adobe
InDesign / Adobe Illustrator / Adobe
Photoshop / Adobe Premier / Adobe After
Effects //

INTERESTS

//Graphic Design
//Art
//Building Team Culture
//Storytelling
//Writing
//Ecommerce Marketing
//Digital Design Tools & Innovations