

*Abby Kaplan*

**ART DIRECTION  
COPYWRITING + SEO**



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**Relevant Experience**

**COMPADRE** Austin, TX 02.13 - Present

*Graphic Designer + Copywriter*

Work to conceptualize, design and execute a wide variety of materials for print and digital collateral, packaging, point of purchase signage and retail displays. Develop branding, graphic design, and copy for all companies under Compadre LLC: kübox LLC, küpop LLC, AeroClay LLC, Probe Design LLC. Manage relationships and creative for küpop LLC's retail displays clients, including Hasbro, Nielsen Bainbridge, and Barcel USA.

**OKBIRD CREATIVE HOUSE** Austin, TX 05.12 - 02.13

*Co-owner; Art Director + Copywriter*

Managed business development, created all content for print and web, managed search engine optimization strategy for digital clients, and created branding and marketing design work.

**ROCK CANDY MEDIA** Austin, TX 07.11 - 05.12

*Designer + Copywriter; Brand Manager*

Created original print/web designs for diverse clientele: logos, websites, ads, collateral. Wrote marketing content: headlines, taglines, body copy. Managed retail brand, Rock Candy Life: design, promotions, customer service, social media.

**THIRD RAIL CREATIVE** Austin, TX 03.11 - 07.11

*Creative Advertising Intern*

Concepted and designed promotional materials for diverse clientele: logos, brochures, advertisements, etc. Maintained social media accounts.

**BUY DEFINITION BOUTIQUE** Austin, TX 01.10 - 08.10

*Graphic Design Intern*

Designed graphics for website and print/digital promotional materials. Assisted with in-store needs and customer interactions.

**Education**

**THE UNIVERSITY OF TEXAS AT AUSTIN** Austin, TX 08.07 - 05.11

B.S. Advertising; Art Direction, Texas Creative  
Certificate in Business Foundations  
Graduated with Honors

**Skills**

Microsoft Office Suite; Adobe Creative Suite (CS7); Search Engine Optimization

**Honors + Affiliations**

**L'ORÉAL BRANDSTORM 2011 FINALIST** 12.10

Achieved top score for men's haircare brand launch at The University of Texas.

**TEXAS ADVERTISING GROUP** 08.07 - 05.11

Attended group meetings and events. Volunteered at advertising events.

**AMERICAN ADVERTISING FEDERATION** 08.07 - Present

**AWARDS**

- Summit International Award
- Student Addy Award
- Maxine Chansky Community Service Award
- Newton Human Rights Award