

ABBI STOVALL



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LINKEDIN

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EDUCATION AND HONORS

May 2025 | GPA 3.62/4.0

University of Oklahoma in Norman, OK

Major: Advertising B. A.

Minor: Entrepreneurship

- President's List (1 Semester)
- Dean's List (4 Semesters)
- Alpha Lambda Delta Honor Society Membership
 - Jan 2022 - Present

STUDY ABROAD: Arezzo, Italy - Summer 2023: Gaylord In Arezzo Program

- Served as Editor-in-Chief for class food blog, Night & Day in Arezzo
- Created a brand deck for Italian jewelry company, Giovanni Raspini
 - Led research team to survey target market and conduct secondary advertising research on client

LEAD TEACHING ASSISTANT: Advertising Media with Jim Helberg - May 2024 - Present

- Guide students to complete a one hour media buying presentation, design budget and conduct audience research
- Compile detailed notes/videos to record all costs and teach how each process works

RELEVANT EXPERIENCE

INTERN / LDWW

June 2024 - Aug 2024 | Oklahoma City, OK

- Created content for Facebook, Instagram and X on Sprout Social for the Chickasaw Nation Department of Commerce
- Assisted with the agency's organization through platforms like Google Drive, Dropbox and Asana
- Updated website promotions through WordPress and reported annual data from Google Analytics
- Conducted artist research for upcoming events at client's venues

LINDSEY + ASP AGENCY / UNIVERSITY OF OKLAHOMA

Apr 2023 - May 2024 | Account Lead

- Created Instagram Reels for @go2ou with over 340k total views, encouraging prospective students to come to OU
- Collected research to study and gain insight into the student body while implementing relevant trends
- Organized Google Drive to keep team on task and communicated with client to meet their needs

Mar 2024 - Present | Operations Director

- Manage internal communication and oversee daily member tasks, including conference client reports and scope of work
- Encourage member culture through shoutouts, agency events and core values of belonging, affirmation and meaning
- Keep accounts on task by regular check-ins, creative brief updates and leadership collaboration

CAMPUS TOUR GUIDE & TEAM LEAD / UNIVERSITY OF OKLAHOMA

August 2023 - Present | Norman, OK

- Serve as an ambassador for the university to guide prospective students and their guests on campus tours
- Anticipate needs in the office to alleviate the burdens of coworkers
- Collaborate with co-team leads to train and lead rookie guides

SKILLS

- | | | |
|-----------------|---------------------|--------------------------|
| • G Suite | • Adobe Illustrator | • Asana |
| • Sprout Social | • Dropbox | • SPSS Statistics |
| • WordPress | • MRI Simmons | • Writing / AP Style |
| • Doomscrolling | • Google Analytics | • Microsoft (365) Office |

LEADERSHIP AND VOLUNTEERISM

- **Gaylord Dean's Leadership Class** Aug 2022 - May 2023 | Advisor
- **OU Encounter** Oct 2021 - Present | Counselor & Team Lead
- **Wildwood Community Church** July 2023 - Present | Bible Study Host
- **Paradigm Church** Jan - Dec 2022 | Volunteer and Youth Leader

CLUBS AND ACTIVITIES

- **OU Ad Club** Aug 2021 - May 2022 & Aug 2023 - Present | Member
- **OU LEAD Team** Apr 2023 - Jan 2024 | Member
- **Gaylord Dean's Leadership Class** Aug 2021 - May 2022 | Member
- **OU Women's Chorus** Spring 2023 - Present | Alto 2
- **OU Chamber Singers** Fall 2021 | Alto 1