

Abigail G. To

(612) 987-6346 | abigailto00e@gmail.com | www.linkedin.com/in/abbytoiastate

PROFESSIONAL SUMMARY

A self-driven creative thinker who is motivated to achieve professional goals. Has a background in leadership and is a self-taught graphic designer. Seeking a summer internship with career interests in advertising coordination, social media management, and marketing analytics.

EDUCATION

Iowa State University, Ivy College of Business

Ames, IA

Bachelor of Science in Marketing

May 2027

Bachelor of Arts in Advertising

GPA 3.53/4.00

- Dean's List (Fall 2024)

WORK EXPERIENCE

Ames Renaissance Faire

Ames, IA

Graphic Designer

November 2023 – Present

- Collaborated alongside event managers to produce promotional material for the Ames Renaissance Faire.
- Created the brand's visual identity, including its color scheme, logo, and general aesthetic.

Bloomington Family Aquatic Center

Bloomington, MN

Lifeguard

May 2023 – August 2024

- Worked in a collaborative and team-based environment to ensure the safety of civilians.
- Completed rigorous training to enforce rules and company values successfully.

PROJECT EXPERIENCE

Pancheros Advertising Campaign

January 2025 – May 2025

- Worked on a semester long project that developed a mock-campaign for the fast food restaurant, Pancheros.
- Conducted analytical engagement, market research, and designed graphics to produce a successful campaign

Advertising Creativity Campaign

August 2024 - December 2024

- Developed Adobe Photoshop and InDesign skills to create a successful mock advertising campaign.
- Integrated prior graphic design knowledge to coordinate and develop unique and creative advertisements.

Principals of Marketing Client Project

August 2024 - December 2024

- Worked collaboratively with group members to conduct market research for a semester long project.
- Produced a client profile through demographic and psychographic research for chosen brands.

LEADERSHIP EXPERIENCE

Swim Club

Ames, IA

Assistant Coach

December 2024 - May 2024

- Managed season plans and practices through Excel.
- Trained Swim Club members and helped unite the club through team-building and communication skills.
- Facilitated executive board meetings to collaborate on future plans and club activities.

TECHNICAL SKILLS

Adobe Creative Suite: Adobe Photoshop, InDesign

Graphic Design: Canva, Inkscape

Microsoft 365: Teams, Excel, Word, PowerPoint, Outlook, OneDrive

Remote Platforms: Zoom, Webex