

ABIGAIL ANTOUN

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[View my portfolio here](#)

EDUCATION

The University of Texas at San Antonio - San Antonio, TX
Bachelor of Business Administration, Marketing
GPA 3.8

July 2026

EXPERIENCE

CHILDREN AT RISK - Houston, TX

June 2026 - Present

Marketing Project Coordinator

- Created and managed content for social media, email campaigns, and digital marketing initiatives.
- Designed graphics and marketing materials to support fundraising campaigns, events, and public outreach.
- Collaborated with cross-functional teams to execute marketing campaigns and maintain brand consistency.
- Produced photo, video, and written content to increase audience engagement across multiple platforms.
- Assisted with event marketing, donor communications, and community engagement initiatives.

AMERICAN CONCRETE INSTITUTE - SAN ANTONIO CHAPTER

February 2026 - Present

Marketing Director

- Manage chapter marketing and social media for technical meetings, certifications, scholarship fundraising, and student outreach.
- Create promotional graphics and copy, coordinate messaging with chapter leadership, and review Instagram and LinkedIn performance.
- Chapter Instagram recorded 33,157 content views, +81 net followers, and 536 interactions from April 3 to September 29, 2026, during my management.

Phavur - Houston, TX

December 2024 - April 2025

Marketing Intern

- Developed and executed creative social media campaigns that strengthened Phavur's brand presence and engagement across multiple platforms.
- Produced original content including blog posts, reels, and branded marketing materials tailored to campaign objectives and audience insights.
- Managed influencer partnerships and coordinated campaigns for over 15 brands and restaurants, increasing visibility and brand awareness across Houston's dining scene.
- Collaborated with the marketing team to analyze performance metrics and refine strategy, contributing to a 200% boost in overall reach and engagement.

Freelance Marketing & Content Creator - Houston, TX

January 2023 - Present

- Create lifestyle and social media content highlighting local restaurants, shops, and experiences in Houston.
- Produced and edited short-form videos reaching over 250K views, showcasing trends in food, fashion, and community culture.
- Develop branded storytelling concepts and visual campaigns to increase engagement and local visibility.
- Collaborate with small businesses to create authentic promotional content aligned with their brand identity.
- Continuously grow online presence through consistent posting, audience interaction, and analytics-driven strategy.

LEADERSHIP & COMMUNITY INVOLVEMENT

St. George Maronite Church - San Antonio, TX

2017 - Present

Volunteer

- Supervise and mentor youth during group activities and events, fostering a safe and supportive environment promotes personal growth and community involvement.
- Organize and lead monthly workshops and community service projects, focusing on personal development, team building, and leadership skills for 20+ youth participants.

SKILLS

Digital Marketing: Social media strategy, content creation, paid ads, Google Analytics, Meta Business Suite

Influencer Marketing & Partnerships: Campaign management, influencer outreach, audience growth

Market Research & Trend Forecasting: Consumer insights, product curation, competitive analysis

Creative Tools: Adobe Creative Suite (Illustrator, Photoshop, After Effects, Premiere), Canva, CapCut

Other: Communication, customer engagement, project management, beginner Spanish