

## CONTACT

www.linkedin.com/in/abigailmklein  
www.abigailmklein.com

## SKILLS

- Strategic Planning
- Qualitative and Quantitative Research
- Survey and Discussion Guide Creation
- Insight Identification
- Various Research Methodologies
- Research and Creative Brief Development
- Research Analysis and Reporting
- Leadership
- Teamwork
- Creative Problem Solving
- Interpersonal Communication
- Writing and Presentation Skills
- Account Service
- Scope of Work Development
- Client Relations Management

## EDUCATION

**UNIVERSITY OF TEXAS AT AUSTIN**  
**M.A. Advertising - May 2017**  
• GPA: 3.87 / 4.0

**BAYLOR UNIVERSITY**

**B.A. Journalism / New Media - Advertising;  
Minor in Marketing - May 2015**

- GPA: 3.41 / 4.0
- Honors Program Graduate with Distinction
- Honors Thesis: How Nonprofits React in Crisis Situations
- 2014 - 2015 Best Undergraduate Researcher Award
- Dean's Gold Scholarship recipient

## LEADERSHIP

**GRADUATE TEACHING ASSISTANT**  
**August 2016 - May 2017**

- TA for Principles of Marketing classes

**BAYLOR STUDENT FOUNDATION**  
**Co-President, May 2014 - May 2015**

- Alumni Relations Committee,  
September 2013 - May 2014**
- Raised over \$200K to distribute 159/\$3,000 scholarships to students
  - Coordinated event logistics for three all-university events, two donor events and two member events

**BAYLOR CHARTER COUNCIL &  
STUDENT ACTIVITIES ADVISORY  
BOARD**

- Student Foundation Representative,  
August 2014 - May 2015**
- Participated in discussions, evaluations and voting for chartering new student organizations at Baylor
  - Provided a student perspective to University leaders on student wide activities and University wide actions

# ABIGAIL M. KLEIN

## Brand Strategy and Account Management Specialist

## WORK EXPERIENCE

**HCB HEALTH / AUSTIN, TX**

**Account Executive / June 2019 - Present**

**Assistant Account Executive / March 2018 - June 2019**

**Accounts: Alcon, Reata Pharmaceuticals, Revance, Aries, Sienna Biopharmaceuticals**

- Led market research projects and insight development for client campaigns
- Developed discussion guides and other needed materials for qualitative and quantitative research
- Assisted in the development of brand personalities, strategic imperatives and positioning statements
- Collaborated on client branding initiatives and marketing collateral for print and digital mediums
- Managed day-to-day responsibilities to ensure our clients received excellent work, on time and on budget

**RPA / SANTA MONICA, CA**

**Strategic Planning Intern / June 2017 - December 2017**

**Accounts: La-Z-Boy, Honda, Dole, Ampm, Apartments.com, Farmer's Insurance & Southwest**

- Collaborated with and assisted the Strategic Planning department in preparing for 3 New Business pitches
- Assisted in the development and execution of celebrity and furniture customization research for La-Z-Boy
- Researched areas of interest to Honda for a large-scale market research study
- Created positioning territories for Dole that were utilized in developing their existing campaign strategy
- Conducted "Fresh" exploratory research for Ampm to identify insights about consumer purchasing habits
- Created competitive research assessments for Farmer's Insurance and Southwest Airlines
- Developed various focus group materials and analyzed focus group videos for themes, insights and quotes
- Assisted in the development of a generational study on Gen Z available at: <https://identityshifters.rpa.com>

**HCB HEALTH / AUSTIN, TX**

**Strategy Intern / February 2017 - May 2017**

**Accounts: Schumacher Clinical Partners, Medtronic, Clinimix, Paratek & Aries**

- Conducted industry and competitive research to help identify insights and positioning options for clients
- Assisted the team in creating discussion guides and interviewing physicians for various client projects
- Supported the research and exploratory strategic process for story development in a pitch

**PROOF ADVERTISING / AUSTIN, TX**

**Account Service Intern / June 2016 - December 2016**

- Supported the Subway team in maximizing workflow efficiency for 13 markets
- Assisted with the execution of local promotions and with the creation of marketing materials
- Served as the liaison between the agency and Subway Franchisees or contest winners on a need basis

**GALLANT / AUSTIN, TX**

**Strategic Planning Intern / March 2016 - May 2016**

- Identified health food influencers that Primizie could partner with in new product launch
- Conducted competitive analysis across social channels to develop Primizie's 2017 Super Bowl strategy
- Daily research assignments across multiple clients

## ADDITIONAL STRATEGY EXPERIENCE

**UNIVERSITY OF TEXAS AT AUSTIN / GRADUATE CAMPAIGNS PROJECT**

**Client: MD Anderson / February 2017 - May 2017**

- Developed a strategy that MD Anderson can use to increase UV Exposure Awareness in Baytown, TX
- Created a multi-phase plan around the insight that small nudges lead to lasting behavior change

**UNIVERSITY OF TEXAS AT AUSTIN / ADVANCED ACCOUNT PLANNING PROJECTS**

**Partner: GSD&M; Accounts: Whole Foods & Chipotle / November 2016 - December 2016**

- Surveyed millennials to gain a greater understanding of millennial habits and food culture
- Developed a strategy that GSD&M could apply to Whole Foods & Chipotle based on key insights

**Partner: McGarrah Jessee; Accounts: YETI & Shiner / October 2016**

- Conducted interviews and secondary research about millennial habits and brand loyalty
- Identified key insights that McGarrah Jessee could apply to YETI and Shiner strategies in the future

**Partner: Razorfish / September 2016 - October 2016**

- Gained an understanding of current consumer habits and through taste tests and in-depth interviews
- Identified key insights and recommended ways to increase awareness among the target audience