

# Abel Tolpin

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## WORK EXPERIENCE

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### Goods Unite us, Inc.

Feb. 2023 – Present

#### Brand Manager

Remote

- Worked to process and present corporate political contribution data to customers, investors, and firms.
- Created political hazard (pH) risk scores for publicly traded companies by analyzing company 10K filings, relevant news events, and political contribution data.
- Identified key performance indicators for the health of the brand and company using data from google analytics, sentiment analysis, and survey results.
- Provided insight into app users demographics and psychographics using Firebase and Google analytics.
- Diagnosed issues with Google Admob earnings, worked to experiment with alternative cash flows.

### Aramark

July 2023 – June 2024

#### Marketing Coordinator & Office Supervisor

Bothell, WA

- Reached and maintained a 10% engagement rate on instagram from a localized audience.
- Created and ran all events and marketing campaigns for the Bothell Dining program, as well as making daily content for the instagram, facebook, and tiktok pages.
- Utilized UTM's in Google Analytics to track and improve messaging quality and optimize conversion rates.
- Gained a wide array of sales and marketing skills as the only marketing personnel on site.
- Implemented, optimized, and analyzed paid social media advertising through Meta Ads using A/B Testing and digital analytics.
- Organized and ran in-person events with consumers and vendors. Honed face-to-face selling skills and outreach.

### Aramark

Sept. 2022 – June 2023

#### Marketing Intern

Bellingham, WA

- Proved competency in digital advertising and peer to peer selling.
- Created and ran events and marketing campaigns with a team, made daily content for instagram, facebook, and tiktok pages.
- Created engaging and trend-following marketing campaigns across campus that increased sales.

## PROJECTS

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### Marketing Program Give Day Campaign

- Worked on a team of 6 students to create a multi-platform marketing campaign for the Western Washington University Marketing Program to promote "Give Day," a fundraising event. Total amount raised was \$28,000 from 92 individual donors.

## EDUCATION

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### Western Washington University

2019-2023

#### BA, Business Administration - Marketing Concentration

Bellingham, WA

- Minor in Business Analytics

## SKILLS & INTERESTS

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- **Skills:** brand analysis; budgeting; Emplifi; analytics, active listening; Photoshop; SEMRush; statistical analysis; VLOOKUP; XLOOKUP; PivotTables; Pivot Reporting; Data Analysis; Excel; Hootsuite; pattern recognition; SQL; Google Analytics; Trade Desk for Programmatic; Canva
- **Interests:** Weightlifting; global travel; wood working; drone building; bicycling; impact investing; Italian Language; Juggling