

ABBEY L BARR

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Creative | Digital Storyteller | Disciplined Builder

Emerging Media student at UCF with three years of experience managing digital content, e-commerce operations, and online brand presence for a retail business

PROFESSIONAL EXPERIENCE

Digital Marketing & E-Commerce Manager

2023 – Present

R&N Jewelers – Coral Springs, Florida

- Managed a catalog of 200+ jewelry products and maintained the company's online storefront using Shopify
- Curated and optimized online product catalog and e-commerce content
- Supported digital marketing initiatives and online customer engagement
- Coordinated branding consistency across digital channels
- Leveraged technology solutions to improve customer experience and online visibility

SELECTED PROJECTS

- Designed and launched Shopify storefront enhancements for a retail jewelry business
- Developed branding and digital assets for a mock retail campaign using Adobe Illustrator and Photoshop
- Created social media graphics and promotional content for online marketing initiatives

TECHNICAL SKILLS

Tools: Adobe Photoshop | Illustrator | InDesign | Figma

Platforms: Shopify, Social Media Platforms

Skills: Graphic Design | Content Creation | Digital Marketing | Website Management

LEADERSHIP & ACTIVITIES

4th Degree Black Belt & Master Instructor, Tang Soo Do

- Lead weekly martial arts classes for 15+ students.
- Mentor students and assist with belt testing and performance evaluations.
- Develop leadership, communication, and coaching skills through instruction and mentorship.

EDUCATION

University of Central Florida (UCF)

Bachelor of Fine Arts, Emerging Media (Graphic Design Track)

Expected Graduation: May 2028