

# Abigail Voelk

Dallas, Texas | (469)-636-0996 | [LinkedIn](#) | [abigailvoelkwork@gmail.com](mailto:abigailvoelkwork@gmail.com)

## EDUCATION

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**Texas Tech University**

**Lubbock, TX**

*Bachelor of Business Administration, Marketing*

## WORK EXPERIENCE

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**MakarttPro**

**Dallas, TX**

*eCommerce Specialist, Nail Tech Connect Program Manager*

**December 2023 - Present**

- Increased Amazon revenue by 500% year-to-date through listing optimization, participation in Amazon growth programs, and targeted advertising.
- Achieved 5.5 ROAS at 18% TACoS by experimenting with keyword match types and reorganizing campaign structure.  
Forecasted sales growth across 100+ SKUs, collaborated with procurement on order placement, vendor negotiations, and inventory tracking.
- Scaled TikTok Shop revenue by 109% within one month by hiring, training, and managing a remote sales team

**Innovative Beauty Products**

**Arlington, TX**

*Digital Marketing Intern*

**May 2023 - December 2023**

- Developed and implemented creative marketing strategies across 100k+ followers on Instagram.
- Wrote and published SEO optimized blog posts on the company website, resulting in 86% increase in search query sourced sessions over the span of 2 months.

**Texas Tech University, Student Engagement**

**Lubbock, TX**

*Media Team Intern*

**May 2022 - February 2023**

- Increased Instagram following by 4k+ in four months by initiating a rebrand to our content.
- Collaborated with multiple organizations and local businesses to promote brand awareness to our followers.

## PROJECTS

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- **Ultimate Acrylic Starter Kit:** Developed and launched a professional nail starter kit in order to reduce US warehouse labor costs while increasing the average order value on Amazon.
  - **SKU-Based vs. Function-Based Amazon Operations:** Proposed and secured budget approval to hire two team members for an experimental approach to Amazon operations to decide the best employment method in expanding the Amazon team.
  - **"Book Buddy," iLaunch Contestant:** Innovated, pitched, and engineered a prototype of a book annotation device tailored to enhance comprehension for individuals with learning disabilities, earning recognition as a contestant in the iLaunch competition.