

Abigail Korza

Palo Alto, CA · 413-310-7189 · abbykorza@gmail.com · www.linkedin.com/in/abby-korza-b98130323
· @abbykorza (UGC & Content Portfolio)

PROFESSIONAL SUMMARY

What started as a curiosity for creativity turned into a full skill set: brand redesigns, landing pages, engaging content, and marketing materials that actually get used. As a Tech Associate and UGC food & lifestyle content creator (@abbykorza), I bring hands-on experience in brand design, digital marketing, content creation, and frontend development to everything I do. B.A. in Psychology, Summa Cum Laude (3.97 GPA). Seeking remote roles in social media, creative marketing, and content strategy.

EXPERIENCE

Tech Associate | Tchic Tao Technologies | Remote/Hybrid May 2025 – Present

Promoted from Intern to full-time Tech Associate

- Spearheaded full company rebrand: designed new logo, selected brand color palette, and rolled out updated visual identity across all materials
- Built and launched 'coming soon' landing pages using HTML, CSS, and JavaScript; currently leading full website redesign project
- Creates internal and external marketing and training materials using Google Suite, Canva, and Adobe Creative Suite
- Manages client and staff communications via email and scheduling tools; provides IT support and customer service
- Leverages AI tools (Claude, Gemini) to streamline workflows and content production
- Tracks and resolves technical requests using Request Tracker (RT) ticketing system
- Onboards and assists in training new staff on internal tools and processes
- Completed Google Suite certification through Coursera

Assistant Manager | Verve Coffee Roasters | Palo Alto, CA Feb 2024 – Nov 2024

- Managed daily operations, including inventory control, order processing, and staff coordination
- Served as the primary point of contact for customer inquiries and issue resolution
- Collaborated with regional managers; attended operational meetings and communicated policy updates to the team

Barista | Various Cafes | CT & CA Oct 2022 – Mar 2025

- Delivered high-volume customer service across multiple locations over 2+ years
- Trained and mentored new team members on operations and best practices

FREELANCE & INDEPENDENT PROJECTS

UGC Food & Lifestyle Content Creator | @abbykorza | Instagram & TikTok 2023 – Present

- Creates and publishes original food and lifestyle UGC content across Instagram and TikTok
- Develops content strategy, visual branding, and captions tailored to platform-specific audiences
- Engages community and tracks performance metrics to optimize reach and engagement

Digital Products Creator | Independent | Remote 2025 – Present

- Designs and markets digital products as a scalable side business
- Applies end-to-end marketing skills: product creation, branding, copywriting, and promotion

EDUCATION

B.A. in Psychology | San Francisco State University | San Francisco, CA *Jan 2024 – Dec 2025*
Current GPA: 3.97 · Graduated Summa Cum Laude

A.S. in Liberal Arts & Sciences | Asnuntuck Community College | Enfield, CT *Sep 2021 – Dec 2023*
GPA: 3.90

SKILLS & TOOLS

Design & Branding: Canva, Adobe Creative Suite, Logo Design, Brand Identity, Visual Content Creation

Frontend & Web: HTML, CSS, JavaScript, Landing Page Development, Website Design

Marketing & Content: UGC Content, Social Media Strategy, Marketing Materials, Email Marketing, Content Calendars & Batching, SEO Research, Edits, Capcut

Productivity & Operations: Google Suite (Certified), Microsoft Office, Scheduling, Email Management, Request Tracker, Slack, Google & MS Admin

AI Tools: Claude (Anthropic), Gemini (Google)

Programming: Python (foundational)

Soft Skills: Training & Onboarding, Customer Service, IT Support, Problem Solving, Multitasking, Team Collaboration