

# ABIGAIL GEORGE

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<https://abimacg.wixsite.com/portfolio/about>

## EDUCATION

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### CLEMSON UNIVERSITY

Bachelor of Arts

Major in Language and International Business; Minor in East Asian Studies

Cumulative GPA: 3.54

Relevant Coursework: International Business Management, International Marketing, Promotional Strategy, Japanese for International Business

Clemson, SC

May 2025

### CHUKYO UNIVERSITY

Study Abroad Program in Japanese Language and Global Business

Nagoya, Japan

Mar 2024 - Aug 2024

## WORK EXPERIENCE

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### INTERNATIONAL PROGRAMS AND MARKETING INTERN

*Upstate International*

Greenville, SC

Aug 2024 – Dec 2024

- Created branded content and scheduled communications to promote language classes and cultural events through Constant Contact and social media
- Assisted with internal and external communication for programs such as the Global Upstate Conference, Salsa at Sunset, Taste of the World, and Beyond the Headlines Lecture Series
- Supported outreach and marketing strategies for language programs, helping increase engagement from diverse community groups
- Designed promotional graphics and digital flyers using Canva to maintain consistent brand identity
- Collaborated with the Programs and Events Coordinator to research potential partners and enhance public-facing messaging

### RESEARCH AND STORYTELLING INTERN

*Clemson Office of Global Engagement*

Clemson, SC

Jan 2024 – May 2024

- Contributed to content production for a digital magazine about Clemson's engagement with Japan between 1983-present under Associate Provost Sharon Nagy
- Interviewed faculty and alumni to create feature stories highlighting Clemson's decades-long partnership with Japan
- Wrote and edited content for Clemson World magazine and digital communications, transforming complex topics into engaging narratives
- Conducted background research to support accurate and compelling storytelling across web and print formats

## ACTIVITIES

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### JAPANESE CULTURAL ASSOCIATION

Member, Vice President from Aug 2024

Clemson University

Aug 2023 – Present

- Lead and coordinate meetings and cultural events such as Setsubun Celebration and Calligraphy Night
- Manage social media accounts to promote events and engage members

## ADDITIONAL

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### Technical Skills:

Video editing (Final Cut Pro, Adobe After Effects, CapCut), Graphic design (Canva, Adobe InDesign), Email marketing (Constant Contact), Microsoft Office Suite, Google Workspace

### Languages:

Fluent in English, Conversational proficiency in Japanese

### Certifications:

**Google Digital Marketing & E-Commerce** (Coursera, 2023) – Trained in SEO, content strategy, customer engagement, and data analytics;

**Meta Social Media Marketing** (Coursera, 2025) – Trained in content planning, social media strategy, community management, paid advertising, and performance analytics across platforms like Facebook, Instagram, and LinkedIn