

ABIGAIL ZIEGELBEIN

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EDUCATION

University of Wisconsin-Madison | Information School

Madison, WI

Bachelor of Science in Information Science

Expected Completion May 2025

Digital Studies Certificate and Science Communication Certificate

Cumulative GPA: 3.70/4

PROFESSIONAL EXPERIENCE

Digital Marketing Intern

Finnish Special Education in Africa (FSEA) | Espoo/Helsinki, Finland | Jan. 2025-Present

- Leading a comprehensive Wordpress website redesign, integrating accessibility improvements and streamlining site navigation while staying aligned with the organization's mission.
- Working with FSEA's partner marketing agency to produce a documentary with Adobe Premiere Pro, showcasing the organization's impact and increasing their outreach.
- Enhancing SEO and updating multilingual site content while working in an international office setting.

Web Marketing Assistant

Interdisciplinary Professionals Program | UW-Madison College of Engineering | Sep. 2024-Dec. 2024

- Optimized and updated web content, executed SEO strategies to enhance site performance, and drove increased engagement with 100+ professional development and online master's courses.
- Analyzed website traffic and customer journey metrics using Google Analytics to enhance user experience and increase conversions.
- Collaborated with the marketing director and marketing specialists to design and implement new page layouts, ensuring alignment with content goals and UW-Madison branding.

Web Development Intern

FIEN Foundation | Morogoro, Tanzania | May 2024-Jul. 2024

- Designed and developed a responsive WordPress website for Lupanga Secondary School, establishing their professional online presence and a student database for viewing and storing grades.
- Trained school staff on website maintenance and taught basic IT skills to 6th grade students, gaining cross-cultural communication skills and adapting digital design for international audiences.

User Experience Designer - Course Project

Course: Interaction Design Studio | UW-Madison Information School | January 2024-May 2024

- Conducted user interviews to identify pain points and needs when ordering food through mobile apps, informing design decisions and improving overall usability.
- Created lo-fi and hi-fi wireframes, followed by interactive prototypes using Figma to test and iterate on design concepts based on user feedback to create *Dinder*, a food delivery and dinner ideas app.

LEADERSHIP & AWARDS

Wisconsin Alumni Student Board (WASB)

Member - Professional Connections Team | UW-Madison | Apr. 2023-Present

- Collaborate with 65 peers to plan events that enhance the UW-Madison student experience and foster community engagement, leveraging social media to increase event awareness and participation.

Outstanding Information Science Student Award Recipient | 2024-2025 Academic Year

- Recognizes Information Science undergraduate students for excellent academic achievement, commitment to the field, and outstanding participation and leadership in hands-on experiences.

SKILLS

Technical: Python, R, HTML/CSS, JavaScript, SEO, Responsive Design, Information Architecture, Accessibility

Professional: Project Management, Content Management, Digital Marketing, Website Analytics