

ABIGAIL VILLARROEL

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PROFESSIONAL SUMMARY

I am a communications professional and multi-disciplinary creative with experience spanning corporate consultancy, higher education, and independent practice. My career has ranged from PR consultancy for global clients such as Apple and Meta, to digital communications roles in Higher Education, to running my own artistic and literary practice.

Alongside this professional foundation, I maintain a parallel practice as a visual artist and writer, with exhibitions, commissions, and publications across the Midlands and beyond. This dual path informs my approach: I combine strategic clarity with a storyteller's instinct, bringing creativity and cultural awareness into communications work.

Now based in Birmingham, I am actively engaged in the city's professional and creative communities. I focus on inclusive strategies that connect meaningfully with audiences, whether through content development, campaign leadership, or digital engagement. Collaboration, authenticity, and curiosity drive both sides of my work, enabling me to move fluidly between corporate environments and cultural spaces.

EDUCATION

Oxford Brookes University, Oxford, UK Jun 2017
Bachelor of Science in Communications, Media And Culture & International Relations

- Degree Awarded with Cum Laude Honours
- Study Abroad: Ritsumeikan Asia Pacific University, Japan

International School of London Qatar, Doha, Qatar Jul 2013
International Baccalaureate (IB) Diploma

- Recipient of Award for International Understanding 2013 by the European Council of International Schools
- Completed with bilingual honours in Spanish

SKILLS

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|---------------------------|---------------------|-----------------------------|--------------------------|
| • Social Media Savvy | • Monday.com | • Slack | • Microsoft Office Suite |
| • Public Speaking | • Digital Marketing | • Quickbooks for Timesheets | • Hootsuite |
| • Time Management: | • Social Media | • Asana | • Sprout Social |
| • Bilingual | • Management | • Adobe Photoshop | • ClickUp |
| • Bilingual Communication | • Trello | • DocuSign | |
| • Spanish | • Microsoft Teams, | • WeTransfer | |
| • Salesforce | • Google Analytics | | |

EXPERIENCE

University of Birmingham, Birmingham Nov 2024 –
Present
Digital Communications Officer (Part-time, Hybrid)

- **Manage the development and optimisation** of the Impact Initiative website, focusing on accessible design, content clarity, and enhanced user experience.

- **Create and deliver digital content**, including blogs, visual assets, and photography, to increase programme visibility across platforms.
- **Advise on strategic communications planning**, collaborating with researchers, project leads, and creative agencies to streamline messaging and ensure consistency.
- **Support video production consultations** and coordinate cross-platform content delivery aligned with University standards.
- **Contribute to stakeholder engagement** through clear, targeted communications tailored to academic and public audiences.

Multidisciplinary Artist, Facilitator & Creative Practitioner, Birmingham

Jan 2023

– Present

Self-Employed / Freelance

- **Develop and deliver art workshops** focused on community engagement, creativity, and accessibility, collaborating with organisations such as Solihull Council, Craftspace, and The GAP Arts Project.
- **Exhibit original visual art** across galleries and public programmes, including Wolverhampton Art Gallery's MORE ART INC. and Birmingham Open 2025, with a focus on themes of diaspora, queerness, and identity.
- **Design and implement creative communication strategies** to promote workshops, exhibitions, and community projects, leveraging social media and digital platforms to maximise audience reach and engagement.
- **Produce multidisciplinary work** combining visual arts, writing, and facilitation, fostering inclusive spaces for artistic expression within local communities.
- **Collaborate with regional arts networks** to support cultural initiatives, contributing to the West Midlands' creative economy through both practice and outreach.

Fourtold, London, UK

Mar 2021 – Jan 2024

Associate Consultant in Communications & PR

- **Stepped into the Head of Design role** in August 2023, spearheading project management for key accounts including Apple, Vodafone, PepsiCo, Johnson & Johnson, Eurofer, and EDFE, ensuring project deliverables met the highest standards of excellence.
- **Drove strategic advisory services** for high-profile clients such as Syngenta Group and CropLife Europe, implementing innovative problem-solving strategies that enhanced client satisfaction and project outcomes.
- **Led the design and execution** of Diversity & Inclusion campaigns for Syngenta Group, culminating in recognition by the European Diversity Awards 2023 as an Outstanding Marketing Campaign, showcasing a commitment to impactful, inclusive communication.
- **Conducted comprehensive reviews** of internal systems, identifying key areas for improvement and orchestrating targeted training programs to elevate team capabilities and operational efficiency.
- **Guided project teams** under the chief consultant's supervision, demonstrating leadership in navigating complex projects to successful completion, and reinforcing a culture of excellence and continuous improvement.
- **Mastered CRM platforms**, optimizing Monday.com for internal project tracking and Salesforce for client engagement strategies, significantly enhancing data-driven decision-making and client relationship management.

Various Publications, Remote

Jan 2017 - May 2021

Freelance Writer

- **Crafted engaging**, error-free content, leveraging advanced writing, editing, and proofreading skills to meet diverse client needs and elevate brand messaging.
- **Pioneered creative content strategies**, generating innovative ideas that resulted in compelling and useful content for a broad client base.
- **Delivered high-quality**, visually impactful content under tight deadlines, employing a unique blend of excitement, captivation, and authenticity to enhance audience engagement.
- **Conducted in-depth research** on a wide range of topics, ensuring all content was informative, well-founded, and aligned with client objectives and audience interests.

CROING, Buenos Aires, Argentina

Jun 2019 - Jan 2020

Marketing & Communication Officer

- **Fostered positive public relationships** through the execution of strategic communication plans, enhancing brand reputation and stakeholder engagement.
- **Collaborated with public relations managers**, providing pivotal support in writing, research, and material preparation, contributing to the success of comprehensive PR campaigns.

Oxford Brookes University, Oxford, UK

Sep 2017 - Feb 2019

Digital Marketing & Communication Officer

- **Enhanced public engagement** by developing and implementing strategic social media plans, significantly improving online presence and audience interaction.
- **Directed media relations efforts**, achieving successful outcomes through effective management and strategic communications, bolstering organizational reputation.

Oxford Brookes Radio, Oxford, UK

Oct 2014 - Aug 2017

Head of Radio, Producer & Presenter

- **Streamlined interdepartmental communication**, ensuring seamless collaboration between production staff and various departments to align efforts and synchronize project workflows.
- **Orchestrated comprehensive video production processes**, from initial planning to final execution, both in-studio and remotely, guaranteeing project milestones were met on schedule.
- **Devised and implemented detailed production plans**, efficiently allocating resources to ensure timely and successful project completions.

Qatar Happening & ABODE Magazine, Doha, Qatar

Dec 2015 - Apr 2016

PR & Social Media Officer

- **Elevated customer engagement** via social media, enhancing community interaction.
- **Managed online brand presence**, strengthening customer bonds and loyalty.
- **Developed and managed content calendars** for consistent, impactful social posts.
- **Created magazine-featured content**, enriching publication appeal and reach.

IntoUniversity Oxford, UK

May 2015 - Jul

2015

Teaching & Resource Assistant

International School of London Qatar

Sep 2013 - Jul

2014

Teaching Assistant

EXHIBITIONS & RESIDENCIES

STRINGS

The GAP at The Old Print Works, Balsall Heath

Deliberation 2026 - Artist In Residence

Ort Gallery

2025

Solihull Surreal

Solihull Town Centre & Shirley Park (March–August 2025)

- Commissioned to create a new artwork inspired by Surrealism. The work celebrates Solihull's Surrealist heritage, including connections to Emmy Bridgwater

Made in the Middle Exhibition

Midlands-wide Tour (2025–2026)

- Selected through Craftspace's Crafting Pathways initiative, mentoring young people and creating a new artwork for this touring exhibition
- Exhibited alongside 37 artists, showcasing innovative contemporary craft in the Midlands
 - Hub, Sleaford: 5 April – 6 July 2025
 - Coventry University: 28 July – 30 August 2025
 - Nuneaton Museum & Art Gallery: 27 September – 22 November 2025
 - Midlands Arts Centre, Birmingham: 14 February – 11 April 2026

La Vaca Mariposa / The Butterfly Cow (Solo Exhibition)

Solo Exhibition, Thimblemill Library, Sandwell (August–September 2025)

- First solo exhibition, reimagining Venezuelan identity and folklore through queer worldbuilding and painting

Cometh Light

Group Exhibition, Urban Rooms Wolverhampton (June–July 2025)

- Culminating show of Wolverhampton Art Gallery's MORE ART INC programme, exhibiting alongside emerging regional artists

Public Art Showcase + MORE ART INC. 2 Exhibitions

Wolverhampton Art Gallery (August 2025 - 2026)

Extraordinary Ordinary

Wednesbury Museum & Art Gallery, Sandwell (August – September 2025)

- Exhibiting *sol amado/beloved sun* installation, on loan until September

Print & Matter - Printciples

Group Exhibition and Publication (*upcoming* October 2025)

- Contributed new risograph works and an essay, *On World-Building Through Print*

Birmingham Open 2025

Birmingham Museum & Art Gallery (2025)

- Selected to exhibit as part of the citywide open call celebrating contemporary artists

2024

Worcester City Pride (Commission)

The Artery, Worcester

- Commissioned to create an artwork celebrating Pride, exhibited during Worcester's City Pride festival

Wolverhampton Paint the Day Exhibition

Newhampton Art Centre, Wolverhampton

- Participated in the annual community art event, celebrating Wolverhampton's creative talent

Punch Records' Community Routes Showcase

Centrala, Digbeth

- Exhibited work as part of Punch Records' showcase, during Digital Arts Residency with Seema Mattu

Cycles Open Call

The GAP at The Old Print Works, Balsall Heath

- Featured in a themed open call exploring the concept of cycles in a collaborative community arts space

WRITING

NON-FICTION WRITING

Multistory's The Printing Room, Issue 2

September 2025

- An art essay exploring the intersection of fossil fuel, history and queer ecology. The work reflects personal experiences in Venezuela, Qatar, and the UK's Black Country, examining how environmental exploitation and migration shape diasporic identity and queerness. It uses art and writing to reflect on the oil industry, climate crisis, and the reclamation of green spaces as sites of healing and belonging.

Published Work

- Color Bloq:
 - Escaping Venezuela, I Found My Queerness & Latinidad as an Expat in the Persian Gulf (2019)
 - In Countries Without LGBTQ Rights, Our Parade is the Subversive Pride Within (2020)
- Longlisted for International Poetry Competition (2015/16)
- First Place in Wellbeing Competition with Clean Slate for Oxford Brookes Poetry Centre (2015)