

ABIGAIL JEWETT

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PROFILE

Driven and organized University of Florida senior, majoring in public relations with a concentration in graphic design. Looking to learn from established professionals and contribute to a creative communications team.

EXPERIENCE

- May 2022-Present
 - Social Media Intern, Exron Music
 - Launched Tik-Tok series to boost engagement by 5.3%
 - Researched best practices for digital engagement
 - Collaborated with marketing team to develop campaign strategies
- Feb 2022-May 2022
 - Marketing Intern, AOM Records
 - Drafted 3 press releases and sent to artist mailing list via Mailchimp
 - Researched best practices for social media posting
 - Created 3 graphics to promote US tour via flyers and social media
- Aug 2021-Present
 - Student Assistant, University of Florida, Advertising Department
 - Launched department Twitter and LinkedIn profiles
 - Created 25 social media graphics using Adobe Creative Cloud applications
 - Created social media posting schedule in Hootsuite for the Summer Media Institute
- Aug 2020-Dec 2020
 - Account Executive, Alpha PProductions
 - Conducted social media audits for potential and current clients
 - Created 10 proposals for potential clients
 - Created client lists for maintaining communication
- Aug 2019-May 2020
 - Educational Aide, Santa Fe College
 - Created graphics for department events
 - Assisted with faculty projects
 - Monitored student recreational room
- Jan 2018-May 2019
 - Accounting Clerk, StartupsCPA
 - Conducted month-end reconciliations for 15 clients
 - Managed daily account activity for 30 clients
 - Maintained weekly communication with 30 clients

EDUCATION

Bachelor of Science in Public Relations, University of Florida, August 2022

- The Bite, PR Director

Associate of Arts in Journalism, Santa Fe College, May 2020

- Student Government Programs, Board Director

AWARDS & CERTIFICATES

- International Communications Certificate, University of Florida
- Hootsuite Platform Certification
- "Above and Beyond" Award, Santa Fe College Student Government

SKILLS

Adobe CC Suite, Mailchimp, Wordpress, Wix, Quickbooks Online Desktop, Qualtrics, Front, Asana, Slack, 1Password

