

# Abigail Adams

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## EDUCATION

### **Master's of Advertising**

Texas Creative- Copywriter  
University of Texas at Austin  
Anticipated Completion 2022

### **Bachelors Of Business Administration**

Marketing and Management  
Pittsburg State University  
2016-2020

## SKILLS

- **Campaign Development**
- **Social Media Management**
- **Event Planning**
- **Scriptwriting**
- **Microsoft Office**
- **Adobe InDesign**
- **Adobe Photoshop**
- **Adobe Illustrator**
- **Spanish Language**

## HONORS

### **Delegate to BIG Event Conference**

Feb 2017

### **Delegate to National Association of Campus Activities- Regional Conference**

Oct 2018

### **Delegate to National Association of Campus Activities-National Conference**

Feb 2019

### **Higher Education Day Representative**

Feb 2020

## EXPERIENCE

### ● **Graduate Assistant of The Lab** Jan 2021-Present University of Texas at Austin | Austin, TX

- Coordinate client meetings with student class schedules and maintain record of materials
- Host Lunch N Learns for The Lab and co-host Speaker Series for Students of The Lab
- Oversee positioning project and conduct weekly meetings with PR team

### ● **Teaching Assistant** Aug 2020- Jan 2021 University of Texas at Austin | Austin, TX

- Assisted professor with signature course requirements
- Lead engaging discussion sections that promoted student involvement and critical thinking

### ● **Digital Communications Intern** Feb 2019- Apr 2020 Pittsburg Police Department | Pittsburg, KS

- Created branding, communications guides and annual report templates
- Drafted and reviewed media releases for local news outlets and published to the website using search engine optimization
- Produced information content for social media accounts and organized weekly calendars for social media team
- Attended key meetings with Ring as a liason for the department's Neighbor's app partnership

## INVOLVEMENT

### ● **TAG- Texas Advertising Group**

- Participate in weekly team meetings
- Network with fellow advertising students determined to make impactful connections with industry leaders

### ● **Social Media Team, Branding Team | Texas Creative**

- Participate in weekly team meetings
- Collaborate on branding guidelines
- Write interesting social copy and short stories for followers

### ● **BIG Event Director | Student Government Association**

- Secured over \$3,000 in funds through sponsorships and fundraisers for operating budget of event
- Coordinated approximately 65 community job sites and correlated truck routes for volunteers to perform yard work
- Created unique ways to promote the event for both sponsors and volunteers through print and digital materials
- Managed communication to community partners and student volunteers amidst cancellation due to Covid-19 pandemic that impacted Pittsburg

