

ABBY EVANS

DIGITAL MEDIA SPECIALIST

abbyevansmedia.com | abbyevansmedia@gmail.com | (502) 827-8592 | Wilder, KY

Areas of Expertise

- Videography, photography, graphic design, marketing, communication
- Adobe Creative Cloud - Premiere, After Effects, Photoshop, Lightroom Illustrator, Audition
- Technical production sets: field, studio, theatrical
- Narrative, corporate, sales, news, sports, government photo and video content
- Interpersonal communication, selling environment, and customer service
- Social media content creation and management
- Knowledge of SEO
- Production wrap books, complete AICP

Digital Media Experience

Media Specialist: Sunrise Technology LLC, A Division of Kroger | Cold Spring, KY | December 2018-May 2020

- Produced all photo and video content from conception to delivery, in partnership with company leadership
- Collaborated with NBCUniversal on creation and production of promotional content
- Acted as liaison with third-party design agency
- Collaborated with Kroger TV as art director for executive headshots
- Developed various digital motion graphic banners for in-store use
- Conceptualized and co-coordinated strategic social media content
- Streamlined internal communication through conception and execution of email newsletters (MailChimp)
- Conducted internal and B2B communication

Videographer: Kroger Technology | Cold Spring, KY | December 2017-December 2018

- Created videos and photos for sales, marketing, product development, and technical documentation uses
- Collaborated with all departments and levels within the company
- Produced promotional and entertainment-based content for trade show coverage
- Conducted filmed interviews

Production Assistant: Freelance | Cincinnati, OH | Seasonal

- Cincinnati Bell Super Bowl commercial
- Long John Silver's commercial (x2)
- Gold Star Chili commercial
- TLC's Four Weddings
- A&E's Child Brides
- Extremely Wicked, Shockingly Vile and Evil

Camera Operator, Director, Producer: Telecommunications Board of Northern Kentucky | Covington, KY | October 2016-December 2018

- Produced and directed studio shoots as well as live broadcasts
- Floor directed studio shoots
- Operated in news, government, studio, and sports shoots

Education

Master of Arts: Communication, Northern Kentucky University (Expected graduation date Spring 2022) | Highland Heights, KY

Current Cumulative GPA: 4.0

Bachelor of Arts: Electronic Media and Broadcasting, Northern Kentucky University (Fall 2018) | Highland Heights, KY

Cumulative GPA: 3.89 | Dean's Scholarship: Full tuition | Minor: Cinema Studies

Internship Experience

Producer/Director: Norse Media, Northern Kentucky University | Highland Heights, KY | August 2017- December 2018

- Produced shoots and future content with other students, professors, and external clients
- Directed and conducted interview-based pieces
- Created multi-series for the Northern Kentucky University's College of Business, NKU's Alumni Association, and Fifth Third Bank

Leadership

Norse Film Society: Public Relations, Vice President, Student Advisor | Highland Heights, KY | March 2016-December 2018

- Facilitated NKU's sole film organization
- Organized multiple student film festivals
- Produced regionally award-winning content throughout the year via group projects, competitions, and film festivals
- Organized and ran weekly club meetings
- Marketed throughout campus and social media
- Taught underclassmen additional filmmaking skills outside of their classes