

# ABIGAIL PHINNEY

## PUBLIC RELATIONS SPECIALIST

### EXPERTISE



LAYOUT DESIGN

WRITTEN COMMUNICATION

CONTENT MANAGEMENT

SOCIAL MEDIA MANAGEMENT

PHOTOGRAPHY

### TECH



WORDPRESS

ADOBE PS, AI, ID, LR

HOOTSUITE

MELTWATER + CISION

## ✓ EDUCATION

- Bachelor of Arts in Journalism | Grace College, Winona Lake, IN  
2015-Present
  - Minor in Photography
- Heartland Community College | Normal, IL  
2014-2015
- Liberty University Online  
2014-2015

## ✓ EXPERIENCE

- Public Relations Coordinator | Grace College, Winona Lake, IN  
2015-Present
  - Written and distributed hundreds of press releases since 2015
  - Regularly manage multiple tasks and meet hard deadlines
  - Track media coverage and generate new contacts in the industry
- Communication Assistant | The Lilly Center for Lakes & Streams,  
Winona Lake, IN  
May 2017-Present
  - Craft original newsletters using donor-centric language
  - Communicate with team members to ensure all news is accurate
- Owner & Photographer | Etheleo Photography  
2014-Present
  - Create high-quality images of families, seniors and events
  - Successfully self-promote business via Facebook and Instagram
- Layout Editor | Grace College, Winona Lake, IN  
2016-17
  - Design 8-page newspaper layout for distribution to 2,500 students,  
faculty and staff
- 212 Media Studios | Warsaw, IN  
Practicum | Contract work
  - Wrote creative, detailed press releases
  - Generated and posted original content to Facebook
- Bright Hope International | Hoffman Estates, IL  
Internship
  - Generated and posted original content to Facebook, Twitter and  
Instagram; managed content and viewer responses on a daily basis

## ✓ CERTIFICATIONS

- Inbound Marketing | Hubspot Academy
- Youth Leader | 3 Years

### CONTACT

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