

I'm **Abby**  
Stevenson

Belmont University  
Corporate Communications Major  
and  
Business Administration Minor  
(630)940-8702

## Experience

Media Manager

Onsite Workshops + Miles Adcox  
Nashville, TN | 2020

- Conceptualizing, writing, editing, designing and distributing all of MA's media content.
  - Launching the Human School podcast and upcoming Human School show.
- Establishing effective media content to attract a larger and more engaged content.
  - Fostered an exceptional culture and work environment based on company values: authenticity, nurturing, courage, humility, openness and resiliency.
    - Acting as the key tactical liaison with creatives (providing asset specs, attending briefing meetings)
  - Managing tagging in posts and tagged posts with tracked link/lead generation.
- Oversee the reports of weekly and monthly social metrics such as growth, engagement, amplification and leads across owned channels to guide and optimize the overall platform strategy.
- Working with social monitoring, posting, listening and community tools (i.e. Sprout and HootSuite.)
- Audit to help ensure the appropriate social tools are being utilized.
- Established the ability to work across departments, communicating creative messaging needs, as well as coordinating production of creative assets to ensure on-time social campaign launches.

Freelance Designer

Universal Music Group + More  
Nashville, TN | 2018

- Designing, producing, editing, animating and scripting several video projects.
- Finalizing marketing plans including press release content and physical product (ex. merchandise, gift boxes, billboards.)
- Working at an accelerated fast-pace to produce graphics for album releases and digital/physical publication.
  - Clients have included: Country Now, Universal Music Group, Capital Christian Music Group, Onsite, Miles Adcox, Dr. Motley, Doug the Pug, Doug the Pug Foundation and more!

Associate Social Media Content Manager

Junior Editor

Two by Four  
Chicago, IL | 2017 (Intern) - 2020 (Full-time)

- Gained solid experience with digital technology and editing software packages (ex. Adobe.)
  - Flexibility to adapt with changing timelines and client deliverables.
- Organized and adhered to internal SOPs for project naming conventions.
- Acted as a resource on the social media ecosystem for multiple clients and internal teams by staying on top of best practices and industry updates.

## Education

Belmont University

Nashville, TN

Graduated in November '20

Magna Cum Laude

Lambda Pi Eta Honors Society

Dean's List

Phi Mu Sorority President and Social Chair

Visit my *website*:

Abby  
Stevenson.com

A few freelance *clients*:

Dr. Motley

ONSITE

UNIVERSAL  
UNIVERSAL MUSIC GROUP

twoxfour

MILES ADCOX

Capitol  
CHRISTIAN MUSIC GROUP

Freelance Designer

Personal Assistant

Doug the Pug + Doug the Pug Foundation  
Nashville, TN | 2017 - 2020

- Oversaw client calendar and travel, including: high profile events, social media junkets, and the 2017 Grammy Awards.
- Assisted in the launch of social media platforms for the Doug the Pug Foundation, including overall branding and launch strategy.
  - Keeping up with early adoption of social media trends and tech such as hashtags, new channels, etc.
- Established Doug the Pug's voice and mastered copyrighting that aligned with the overarching brand identity.

Influencer Outreach and Content Intern

Songfluencer

Nashville, TN | 2020 - 2021

- Aided labels (ex. Sony Latin) in reaching untapped target audiences by distributing content through influencer platforms (ex. Tiktok/Triller.)
- Doubled company database and talent through digital outreach during COVID-19.
- Oversaw video and graphic production.

Event Planning Intern

Vision in White Events

Nashville, TN | 2018

- Directed grandiose weddings of all cultural backgrounds.
- Wrote, edited and published biweekly wedding articles to an audience of bride-to-be's.
- Developed an effective instagram hashtag strategy for further networking.



## Super Powers

Adobe Suites:

Premiere Pro  
After Effects  
InDesign  
Photoshop  
Illustrator

Social Media Strategy

Social Media Management

Final Cut Pro

Photo Editing and Color Correction

Organization

First (and last) One on the Dance-floor



Want to see my  
letters of recommendation?

Just *Ask!*



Let's Chat:

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@AbbyStevenson