



ABBY HANLEY

GRADUATE FROM THE
UNIVERSITY OF OKLAHOMA

CONTACT

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EDUCATION

2019 - 2023

The University of Oklahoma
**BACHELOR OF ARTS (B.A.), MASS
COMMUNICATION AND JOURNALISM
MINOR IN CRIMINAL JUSTICE**

**HONOR AWARD NRTW AND JOURNALISM
SECOND CENTURY SCHOLARSHIPS**

2015 - 2019

John Paul II High School
HIGH SCHOOL DIPLOMA

SKILLS

- Communication
- Writing
- Editing
- Social Media/Content creation
- Public Speaking
- Time Management
- Microsoft Word (Word, Excel, Powerpoint)
- Adobe (Photoshop, InDesign)
- Lightroom

References Available Upon Request

EXPERIENCE

OU DAILY WRITER AND EDITOR FOR THE SIDELINE NEWSLETTER

OU DAILY

2022 - 2023

- Create and organize tri-weekly newsletter using Constant Contact
- Creative control over the entire process
- Oversee social media engagement
- Schedule and execute tri-weekly email to all subscribers

GAYLORD COLLEGE MEDIA EXECUTIVE

The University of Oklahoma, Gaylord College

2022 - 2023

- Oversee feature stories for Gaylord Extra
- Curating caption content for all platforms
- Manage social accounts through Canva creations, posts, reels, and engagement analytics

MARKETING SUPPORT TEAM AND SALES ASSOCIATE FOR RETAIL JEWELRY

Susan Saffron Jewelry Boutique

May 2017 - August 2017

- Engaged with customers to understand their needs, presented product options and processed sales transaction using POS system
- Generated direct mail campaigns to increase store traffic and revenue
- Optimized visual aspects of the store by creatively arranging product display and maintaining a healthy inventory

INVOLVEMENT

Member of Chi Omega Sorority
Member of Make A Wish Foundation
Competitive Club Volleyball | 6 Years
CPR Certified