



CONTACT

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EDUCATION






Elon University May 2021
Master of Arts in Interactive Media

Guilford College May 2019
Bachelor of Arts in English

AWARDS RECEIVED

-  North Carolina College Media Association, Second Place, Photography 2018
-  Finalist for Society of Professional Journalists Region 2 Sports Photography 2018
-  Winner of Society of Professional Journalists Region 2 General News Photography 2018
-  The Pulitzer Center for Crisis Reporting Student Fellow Grantee 2018

CONFERENCES & NOTABLE PROJECTS

-  Journalist as Witness Conference, "Wiser Justice Program," Mar 2018
-  Pulitzer Center Washington Weekend Conference, "Adoption in Ethiopia," Oct 2018
-  Guilford Undergraduate Symposium, "Bonner Capstone and Wiser Justice Program," Apr 2018-2019
-  Master's Capstone Project "Embody the Melanin: The Black Female Athlete Experience" Social Media Campaign 2020-2021
-  Master's Client Project for the Public Good: "HeARToscope" Greenville, NC 2021

ABIGAIL BEKELE

PROFESSIONAL EXPERIENCE

Content Producer

Ignite Social Media Raleigh, NC | September 2021 - Present

- Creates content and copy needed for various social media posts for 4 brands
- Collaborates with Community Managers for editorial planning and social media strategies for clients each month
- Communicates internally and externally with clients and team to strategize best social media practices for each client
- Constantly collaborating with the team to learn and research best marketing practices, keep up to date on industry trends and competitive landscapes

Creative & Brand Strategist

The F.E.E.L Podcast Remote | May 2021 - February

- Develops creative strategy for all branding and visual media for social media and for the website
- Conducts competitor analysis to improve social media presence and provides strategic and actionable insights for the business owner
- Creates guidelines and content in order to meet the brand's best practices for social media

Pulitzer Fellow

The Pulitzer Center for Crisis Reporting Ethiopia | Jun 2018 - Oct 2018

- Conducted research on the foreign adoption ban in Ethiopia through fellowship-funded grant
- Compiled and managed on-site research, facilitated interviews, created and organized media content
- Produced and published a multimedia piece

Social Media Coordinator & Marketing Intern

Girls Inc. of New York City Manhattan, NY | May 2016 - Aug 2016

- Revised social media platforms daily, created relevant and interactive content
- Collaborated with stakeholders on organizational development, grant proposals, budgeting, and fundraising
- By leading the organization with a variety of strategies to improve social platforms and events in order to receive grants and participants

Office of Student Leadership and Engagement Marketing Intern

Guilford College Greensboro, NC | Aug 2017 - May 2019

- Established a communicative plan to promote the events on campus through a strategic marketing plan
- Created all forms of visual content for social media and flyers
- Worked to improve social platforms by updating the types of content being posted

LEADERSHIP & VOLUNTEER

Volunteer Photographer, The Malcolm Jenkins Foundation

Philadelphia, PA | Aug 2019 - Aug 2020

Bonner Center Engagement Site Coordinator, Guilford College - Greensboro, NC Aug 2016 - May 2019

SKILLS AND ABILITIES

Proficiency:

Digital and Film Photography, Dark Room Work

Working Knowledge:

Adobe Suite: Illustrator, Photoshop, Premiere, Grant Writing, SEO Analytics, HTML & CSS

Social Media Management: Instagram, Twitter, Facebook, TikTok, Snapchat

Media Skills: Graphic Design, Content Creation, Multimedia, and Brand Storytelling

Conversational: Spanish and Amharic