

ABBY HANLON

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EXPERIENCE

Delta Gamma Executive Offices

Social Media Specialist, February 2025 to Present

- Shape and launch a brand new TikTok account
- Analyze social media campaigns and compile engagement analytics
- Build a tracking form for content for over 150 collegiate chapters and over 60 alumnae chapters
- Create short-form video content, sourcing from chapters, collegiate development consultants, and at events
- Community management on social platforms
- Ensure all content meets all aspects of the Delta Gamma brand guidelines, social media policy and DG Style Guide

Sports Girls Club

Girls Club National Social Media Intern and TikTok Trends Creator, March 2024 to Present

- Assist with social media content creation for the nonprofit college chapter side of Sports Girls Club
- Curate a content calendar and work with chapters to highlight chapter team members and events
- Attend weekly team meetings and collaborate with team members on social media, marketing, community engagement, and chapter events marketing
- Create short-form video content, original and trends
- Ensure comments and direct messages are answered in a timely manner

Mountwest Community and Technical College

Technical and Digital Marketing Program Coordinator, October 2023 to May 2025

- Develop a brand-new marketing program for an associate's degree, certificate, and micro credential pathways
- Collaborate with industry leaders in the community to maximize the curriculum within the program to fit the needs of the local and global industry
- Write, edit, and finalize course topics, curriculum, and learning outcomes

Marshall University Marketing and Communications Department

Social Media Intern and Graduate Assistant, January 2022 to July 2023

- Assist with social media content creation on campus and at university events
- Attend campus and student organization events to promote the Marshall U social channels and student life accounts
- Attend athletic events to direct, curate, and post content in real-time during the games
- Create Reels and trendy TikToks for social channels
- Create weekly Instagram stories about on and off campus student resources
- Assist in coordinating weekly tasks among student interns, social media ambassadors, and presidential ambassadors
- Attended the 2022 Myrtle Beach Bowl on behalf of the university and directed and curated content for social platforms during the weekend events and game

Delta Zeta Sorority National Headquarters

Senior Digital Communications Intern, January 2022 to December 2023

- Submit 2-3 stories for each print of The Lamp, Delta Zeta's magazine
- Create social media content for Instagram, TikTok, Facebook, and X
- Attend conventions and conferences and create content leading up to events for marketing and promotional needs
- Develop and direct social media still and video content at Delta Zeta conferences and events for promotion and recaps
- Attend weekly meetings with other interns and brainstorm ideas for content and marketing strategies
- Engage with collegiate accounts and answer direct messages and replies as needed
- Interview, write, and edit articles for The Truly, Delta Zeta's online blog

Fangate Solutions

Event Intern, September 2024 to present

Aided guests with accurate race and promotional information

Provided problem solving techniques to assist all customer inquiries and concerns

Communicated all pertinent information with clients and guests

Worked ticketing in the Club/Suites/Paddock Pass Check-in

Reviewed event tickets and give accurate information on seating location and event tent locations

Texas Collegiate League

Social Media Intern, February 2024 to August 2024

Launched their Instagram account, seeing a growth of over 300 followers

Created Facebook content

Managed DMs and messaging across platforms

Communicated with teams to ensure proper social coverage

Collaborated with team photographers and broadcasters to source photographs, video interviews, and play highlights after each game

EDUCATION

Bachelors: Advertising and Public Relations, Marshall University, GPA: 3.5

Masters: Integrated Marketing Communications and Creative Strategy, West Virginia University, GPA: 3.8

SKILLS AND CERTIFICATIONS

- Proficient in Adobe Creative Cloud, Microsoft 365, Canva, Prezi, and Procreate
- Video editing on CapCut, Vimeo, iMovie, Premiere Pro, and FinalCut Pro
- Knowledge of social media scheduling tools, like Hootsuite, Later, Meta Business Suite, and Meltwater
- Remote Work Professional Certificate
- Hubspot Social Media, Content, Inbound, and Digital Marketing Certified

PORTFOLIO

<https://eahanlon.wixsite.com/portfolio>

<https://gondola.cc/abbyhanlon>