

Abby Blasingame

abbyblazingame@gmail.com

abbyblazingame.wixsite.com/home



EDUCATION

University of Missouri

Columbia, MO | Expected May 2023

Bachelor of Journalism: Emphasis in Strategic Communication

Minor: Business

Certificates: Honors, Multicultural

Cumulative GPA: 4.0/4.0

University of Barcelona

Barcelona, Spain | Spring 2022

Program: Missouri Journalism School International Internships

HONORS & AWARDS

- **Discovery Fellow**
 - Research fellowship awarded to 20 students per year
- **Walter Williams Scholar**
 - Top 10% of journalism students
- **Mark Twain Scholar**
 - Scholarship for high-achieving out-of-state students
- **Dean's List x 7**
- **Girl Scout Gold Award**

SKILLS

- Adobe Creative Suite
- Microsoft Suite
- Google Workspace
- Adobe Analytics
- Google Analytics
- Mailchimp
- Qualtrics
- Public Speaking
- Leadership
- Project Management
- Written Communication
- Research
- Social Media Management
- AP Style

WORK EXPERIENCE

Account Manager

08/2022 - Present

MOJO AD | Columbia, MO

- One of three students selected from the Strategic Communication program to lead the school's premier student-staffed integrated communications agency.
- Directed creative and strategic development of an integrated campaign for Mondelez International's Sour Patch Kids and led final pitch to client (Dec. 2022).
- Facilitate daily communication between 11 team members and management, organize and lead team meetings, and nurture a collaborative, productive environment.

Communications & Social Media Consultant

05/2021 - Present

Resources for the Future | Washington, DC

- Write copy for both social media and newsletters to promote RFF's research on environmental and economic policy issues.
- Direct Instagram strategy, boosting followers by over 75% and average content interactions 300%, and assist in growing RFF's Twitter via organic posts and Twitter Ads, leading to an increase in 5,000 followers.

Public Relations Intern

06/2022 - 08/2022

Just Drive Media | Remote

- Created award submissions, press releases and project trackers for B2B tech clients including LinkedIn and LendingPoint.
- Innovated a newsletter-style format of reporting media monitoring to keep team informed on industry news, leading to opportunities for newsjacking.
- Crafted media strategy for the launch of AreaHub Premium, a digital tool reporting address-specific environmental and climate hazards.

Research Assistant

08/2019 - 05/2021

University of Missouri | Columbia, MO

- Conducted a longitudinal study of Mizzou's SciXChange science communication program, including a literature review, interviews with former participants across interdisciplinary fields, and a thematic analysis of responses.
- Analyzed 200 articles to provide insights for a United States Department of Agriculture initiative to train government regulators in Africa on pesticide use.

Online Editorial Intern

05/2020 - 08/2020

D Magazine | Dallas, TX

- Pitched, researched and wrote top-performing stories ranging from long-form features to listicles for D's online presence.

Entertainment Intern

06/2018 - 08/2018

The Dallas Morning News | Dallas, TX

- Selected as one of five high school students from the D-FW area to intern with DMN, working as a full-time reporter.

LEADERSHIP & INVOLVEMENT

- Co-Director of Marketing and Communications, Fight Night for Pediatric Cancer Research, Aug. 2022 - Present
- Member and mentor, American Advertising Federation (AAF), Aug. 2020 - Present
- Public Relations Committee, Mizzou Homecoming Steering Committee, March 2021 - Oct. 2021