


ABBY GORETSKY

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EDUCATION

Elon University | Elon, NC

May 2024

Bachelor of Arts in Journalism
and Communication Design

Minor: Political Science

HONORS

Communications Fellow

- A highly competitive cohort of communications students who show potential for leadership in their field

Presidential Scholarship

President's List at Elon University |

Fall 2020

- A list of students with no grade below an A-minus in a minimum of 12 semester hours

SKILLS

Proficient in:

Twitter • Facebook • Instagram •
Snapchat • Pinterest • LinkedIn
• Microsoft Office • Beginner
French • Zoom • WebEx •
Prezi • Canva • Procreate
• Google Drive • Google Docs •
Google Slides • Google Sheets

TRAINING

Adobe Illustrator
Adobe Photoshop
DSLR Camera
HTML and CSS

PROFESSIONAL EXPERIENCE

Hadassah Southern Seaboard Communications Intern | Present

- Revitalize the social media pages of the 8 chapter pages
- Create and run pages for those who do not have them
- Improve communications between the region and members
- Teach current members how to use social media to the fullest extent
- Create a region logo to use on region materials and merchandise

Elon News Network | Elon University, Sept. 2020 - Present

Social Media Manager | May 2021 - Present

- Manage the social media team by scheduling, recruiting and training members
- Create graphics for Instagram on Canva as needed
- Post any and all breaking news posts and update live blogs
- Create and maintain a publishing schedule with new articles and when to post them on different platforms

Reporter

- Write articles for the print newspaper and online publication on topics such as voting, school-based groups, online learning and the Board of Trustees
- Cover school events such as weekly Student Government Association meetings and talks from the school president

Her Campus | Feb. 2021 - Present

Writer

- Write articles for the online publication, at least once a month
- Cover issues including fashion, beauty, entertainment, lifestyle and news

Myers Park High School Hoofprint Newspaper | 2018-2020

Local/National News Editor

- Edited two articles covering elections, national breaking news and local issues per issue and trained the next editor

Social Media Manager

- Revitalized the Instagram and Snapchat accounts; boosted Instagram following from 105 to 245 by being more active and interactive; posted weekly on both apps
- Increased traffic by pushing accounts out

WORK EXPERIENCE

Bead by Abby | Charlotte, NC, June 2020-Present

Creator

- Founded jewelry business that creates custom pieces
- Organize resources, sales and funds
- Market on social media, mainly Facebook, with an average Facebook reach of 99 people per post