

Abbey Willmann

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Education

Master in the Art of Communication | University of Cincinnati | 2024

Bachelor in the Art of Communication | University of Cincinnati | 2023

Minor in Marketing | Certificates in Film & Media Studies, Digital Engagement

Experience

Marketing Graduate Assistantship | College of Arts & Sciences

August 2023 – Present

- Design and publish campus-wide newsletter
- Attend and photograph professional events
- Maintain fluid communication while meeting the needs and requests of faculty and staff within the organization
- Successfully manage and maintain the organization's website, ensuring a user-friendly interface and up-to-date content

Digital Media Content Creator | Service-Learning Collaboratory

December 2022 – August 2023

- Coordinate, film, and edit video interviews
- Attend and film professional and social events
- Design digital media materials for campaigns
- Facilitate communication between faculty and staff

Marketing Student Worker | Campus Services Marketing at The University of Cincinnati

October 2019 - May 2022

- Oversee the development and maintenance of websites and social media accounts
- Production and installment of digital advertising
- Create video and digital media production

Marketing Consultant | State Safety and Compliance

May 2019 - August 2019

- Create business advertisements and strategy
- Develop and manage website and commerce
- Sell products to interested customers

Leadership

Chapter President & Founder

Best Buddies | University of Cincinnati | 2020 - 2023

President

Special Olympics | University of Cincinnati | 2020 - 2023

Skills

Communication - Digital Engagement - Content Marketing - Project Management - Research Management
Problem Solving - Video Production - Strategic Communication - Adobe Premiere Pro - Adobe After Effects