

ABBY EVANS

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Multidisciplinary media professional with experience in video production, photography, graphic design, marketing, and education. Proudly skilled in creating ethical, inclusive content and communication strategies.

Areas of Expertise

- Video production, photography, graphic design, marketing, communication, social media, project management
- Adobe Creative Cloud - Premiere, After Effects, Photoshop, Lightroom, Illustrator, Audition
- Media and planning software - Canva, Capture One, FilmFreeway, Monday, Microsoft Office Suite
- Fictional, corporate, marketing, social media, news, sports, government photo and video content
- Media literacy education
- Critical and postmodern communication theory

Digital Media and Communication Experience

Producer/Director: The Kroger Co. | March 2021 - Present

- Leads entire production cycle of video, photo, and graphic based content around Kroger Technology and Digital for an internal audience of approximately 3,000 associates across the nation and external audiences for news publication (Forbes, Progressive Grocer)
- Executed new working relationship and leads the video production for Kroger's Cincinnati/Dayton Division, producing and editing videos with a cinematography team for an audience of store associates, division leadership, executive leadership, and external audiences
- Established and maintains a leadership role in the strategy and creative direction of an enterprise-wide associate-centered Instagram account with 13k followers
- Produces and directs photos for national press releases around produce, merchandising, and digital partnerships
- Collaborates with various teams of communication, marketing, project management professionals to develop and execute internal and external content strategies and ways of working
- Participates in enterprise studio network to direct, produce, review, and assist in production for various business units and Master Branding

Adjudicator: Cindependent Film Festival | June 2023 - Present

- Reviews over 200 hours of short and feature films from all genres submitted by independent filmmakers
- Consults on film selection, scheduling, and promotional materials for festival audience and recruitment

Adjunct Professor: Xavier University | August 2023 - August 2025

- Crafted course "Video Production for Non-Majors"
- Hands on, theory, and analysis applications of media for first to fourth year undergraduate students

Media Specialist: Sunrise Technology LLC, A Division of Kroger | December 2018 - May 2020

- Produced all photo and video content from conception to delivery
- Acted as liaison with third-party design agency
- Developed various digital motion graphic banners for in-store use
- Conceptualized and co-coordinated strategic social media content
- Streamlined internal communication through conception and execution of email newsletters
- Conducted internal and B2B communication

Production Assistant: Freelance | Seasonal, 2016 - 2018

- Film and Television: Extremely Wicked, Shockingly Vile and Evil, TLC's Four Weddings, A&E's Child Brides
- Commercials: Cincinnati Bell Super Bowl, Long John Silvers, Gold Star Chili

Camera Operator, Director, Producer: Telecommunications Board of Northern Kentucky | October 2016 - December 2018

- Produced and directed studio content, live broadcasts
- Managed interns
- Operated in news, government, studio, and sports shoots

Education

Master of Arts: Communication: Northern Kentucky University | Spring 2022

- Teaching certificate in Communication

Bachelor of Arts: Electronic Media and Broadcasting: Northern Kentucky University | Fall 2018

- Minor: Cinema Studies