

ABBY EVANS

abbyevansmedia.com | abbyevansmedia@gmail.com | (502) 827-8592 | Newport, KY

AREAS OF EXPERTISE

- Video production, photography, graphic design, marketing, communication, social media
- Adobe Creative Cloud - Premiere, After Effects, Photoshop, Lightroom, Illustrator, Audition
- 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

Adjunct Professor: Xavier University | August 2023-present

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

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

- Creates in entirety video and photo content around Kroger Technology and Digital for internal and external audiences
- Produces and directs photos for national press releases around produce, merchandising and digital partnerships
- Maintains a leadership role in the direction of an associate-centered Instagram account
- Collaborates with various teams of communication professionals to develop and execute internal and external communication strategies
- Participates in larger studio network to direct and assist in production for various departments across the enterprise
- Mentors interns and peers in professional and personal environments

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