

ABBY EVANS

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

SKILLS

- 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, Hootsuite, Microsoft Office Suite, Monday, Mural,
- Media literacy education
- Critical and postmodern communication theory

EXPERIENCE

Producer/Director | The Kroger Co.

Cincinnati, OH | Mar 2021 - Present

- Leads entire production cycle of video, photo, and digital graphic based content internally and externally via executive meeting support, social media, and local and national media outlets
- Manages multi-person crew and communication collaborators from conception to completion
- Established Video Producer role within the Technology & Digital business unit to amplify Kroger's Innovation story grounded in human connection
- Crafting and executing optimized communication tactics, diversifying content, increasing department collaborations, and delivering both sales and culture-driven pieces
- Overhauled existing role of Cincinnati/Dayton Division Producer by creating high quality and multi-audience content uplifting 20,000 associates while strengthening relationships and optimizing content
- Initiated equitable documentary production practices and visual arts development to reach broad audiences internally, elevating reach to the board of directors, LinkedIn, Instagram, 400k+ associates
- Orchestrates art direction of press release media kits for debuting private label products and sales initiatives, launches of internal leadership video series and external history and archives branding
- Established and leads strategy and creative direction of an enterprise-wide associate-centered Instagram account with 13k followers

Adjudicator | Cincinnati Independent Film Festival

Cincinnati, OH | Jun 2023 - Present

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

Adjunct Professor | Xavier University

Cincinnati, OH | Aug 2023 - Aug 2025

- Crafted introductory, general education 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

Cold Spring, KY | Dec 2018 - May 2020

- Crafted all photo and video content from conception to delivery
- Acted as liaison with third-party design agencies
- Developed various digital motion CPG-based graphic banners for consumers
- 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

Louisville, KY; Cincinnati, OH | Seasonal, 2016 - 2018

- Film and Television: Extremely Wicked, Shockingly Vile and Evil, TLC's Four Weddings, A&E's I Was a Child Bride: The Untold Story
- Commercials: Cincinnati Bell Super Bowl, Long John Silvers, Gold Star Chili, Kentucky Lottery

Camera Operator, Director, Producer |

Covington, KY | Oct 2016 - Dec 2018

Telecommunications Board of Northern Kentucky

- Produced and directed studio content and live broadcasts
- Recruited, supervised, scheduled, and mentored interns
- Operated in news, government, studio, and athletics productions

EDUCATION

Master of Arts: Communication |

Highland Heights, KY | Spring 2022

Northern Kentucky University

- Teaching certificate in Communication

Bachelor of Arts: Electronic Media and Broadcasting |

Highland Heights, KY | Fall 2018

Northern Kentucky University

- Minor: Cinema Studies