

Abigail M. Heath

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EXPERIENCE

The JRT Agency – *Social Media Coordinator and PR Writer/Intern* (May 2017 – Present)

- Creates and curates published content according to a calendar while monitoring progress using web analytic tools
- Generates SEO through writing and posting PR articles to the agency website

Great Lakes Echo – *Contributor/Writer* (January 2017 – May 2017)

- Generated ideas for and wrote environmental stories regarding the Great Lakes region

East Lansing Info – *Staff Writer* (May 2015 – July 2017)

- Submitted articles on local businesses and upcoming events

Student Comment and News (SCAN) – *Journalist* (January 2016 – June 2016)

- Traveled cross-country for private interviews with celebrity talent and served as official press at shows
- Wrote and published review articles for the official newspaper of Lancashire, England

Listen up, Lansing! – *Journalist* (January 2014 – May 2014)

- Published a weekly news story, posted on social media, and updated Lansing directories

Farmers Insurance – *Social Media Coordinator/Intern* (May 2015 – August 2015)

- Researched trends and recorded growth in addition to writing a blog and handling all social media sites
- Used analytics to create and implement a strategic social media plan

Michigan State University – RHS Business and Financial Services – *Culinary Services and Business and Financial Services Student Assistant* (September 2014 – July 2017)

- Quickly and accurately computed information on a repeated schedule and maintained business confidentiality

EDUCATION

Michigan State University, East Lansing, Michigan

- B.A. in Journalism (May 2017)
 - Minor in Public Relations, Minor in Editorial Reporting
- B.A. in Professional Writing (May 2017)
 - Concentration in Digital and Technical Writing
- Additional coursework in social media strategy, environmental reporting, web development (HTML, CSS), document design, advertising, multimedia writing, editing, writing and reporting news and visual information.

Lancaster University, Lancashire, England – Lent and Summer terms (January 2016 – June 2016)

- Courses in Media Culture Studies, Sociology and Linguistics

ORGANIZATIONS

Michigan State Greek Life; Alpha Omicron Pi (September 2013 – April 2017)

House Manager (August 2014 – May 2015)

- Worked year round with the Arthritis Foundation as a main philanthropy with a focus in juvenile arthritis

Rho Gamma (March 2015 – September 2015)

- Organized and ran meetings consisting of over 70 people and maintained order before large events

Wharton Center Student Marketing Organization (September 2014 – May 2015))

- Brainstormed and executed various marketing strategies for shows coming to the Wharton Center

Michigan State Residential Business Program (August 2013-May 2014)

- Visited several corporate offices and networked with various companies through community service

COMMUNITY INVOLVEMENT

Growth International Volunteer Excursions (GIVE) (July 2017 – August 2017)

- Built a unique, sustainable infrastructure project, taught English in local communities, completed a series of marine conservation dives and built, and placed, innovative artificial reefs out of recycled materials

Michigan State University Alternative Spartan Breaks (March 2017)

- Fostered a sustainable community by creating a system for recycled construction materials