

ABBEY HAYMOND

EDUCATION

BACHELOR OF JOURNALISM, UNIVERSITY OF NEBRASKA-LINCOLN PRESENT-MAY 2022
3.96 GPA. Sports Media & Communication and Advertising & Public Relations majors with minors in Communication Studies and Psychology. Involved with The Iron N, CoJMC Peer Mentor Program, Nebraska SBA. Student in the Honors College and working on my thesis topic about the effects of socioeconomic status on consumer attitudes.

EXPERIENCE

ACCOUNT EXECUTIVE, JACHT AD AGENCY JANUARY 2022

Act as the intermediary between clients and our full-service advertising agency, Jacht. Ensure smooth communication with all stakeholders on project progression and keep the team on track.

DIRECTOR OF SOCCER, THE IRON N AUGUST 2021-PRESENT

Oversee Husker soccer specific programming, attend Board of Director meetings, and develop long-term planning for community engagement.

MARKETING & EVENT INTERN, LANCASTER EVENT CENTER MAY 2021-AUGUST 2021

Assist with managing accounts, including national brands like YETI, and developing projects for events. Helped implement the National High School Finals Rodeo marketing campaign that brought \$16M+ to the community.

LEARNING CONSULTANT, UNIVERSITY OF NEBRASKA-LINCOLN JANUARY 2021-PRESENT

Provide tutoring and tips to other students in a variety of subjects to help them be academically successful.

HUSKERVISION INTERN, UNIVERSITY OF NEBRASKA-LINCOLN AUGUST 2020-PRESENT

Work with the media production team to film games, make highlight reels, and create content for all of the Husker sports teams. Nominated for new student of the year award due to my initiative and involvement.

HONORS

GEORGE BEADLE

Scholarship awarded based on academic achievement, community service, and involvement.

DEAN'S LIST

Maintained a spot each semester for demonstrating the highest level of scholarship.

SKILLS

ADOBE EXPERIENCE

CERTIFIED TUTOR

GOOGLE & MICROSOFT APPS

R PROGRAMMING LANGUAGE

UNGERBOECK SOFTWARE

COURSES

DATA VISUALIZATION

FOX SPORTS U CAMPAIGN

MEDIA RELATIONS

STRATEGIC DEVELOPMENT

VISUAL COMMUNICATIONS

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