

ABBY WRIGHT

HEY THERE!

I am an award-winning public speaker, passionate about telling stories that might not otherwise be told. I believe that words have power and that the magic of a brand is more than its colors - it's the story.

CONTACT

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VOLUNTEER WORK

Treasurer

Carolina Dance Project | Aug. 2017 - present

- Giving weekly dance lessons at local elementary schools
- Keeping track of funds, attending executive meetings, and casting vision for the organization as a whole

Community Group Leader

Cru at UNC | Aug. 2019 - present

- Leading weekly meetings and planning social and outreach events
- Attending leadership meetings and mentoring college students

AWARDS

Dean's List, 2017-2020

National Speaking Awards:

2017 National Champion, Persuasive Speaking | NCFCA

2015 National Champion, After Dinner Speaking | NCFCA



EDUCATION

The University of North Carolina at Chapel Hill Class of 2021
Hussman School of Journalism and Media
Major concentration: Public Relations and Advertising

EXPERIENCE

Chief Operating Officer

Heelprint Communications | May 2020 - present

- Serve on the executive team of Heelprint, a student-run communications agency providing research, advertising, social media, event planning, strategy and creative for clients
- Oversee day-to-day administrative functions, execute business plans and report directly to the CEO
- Previously served as an account manager and directly led a team of 5 in planning three speaker events for a client, in addition to running social media

Special Project: Executive Positioning Proposal

APCO Worldwide | May 2020

- Wrote an executive positioning plan to establish thought-leadership presence for Kelly Williamson, President of APCO North America
- Drafted a LinkedIn calendar based on core messages with specific posts and graphics; wrote a sample blog for Williamson to share on various platforms
- Pitched the positioning strategy to Williamson, president of the largest independent, majority woman-owned comms firm in the world

Marketing Intern

Carolina Housing | May 2019 - Aug. 2019

- Generated original content for all social media platforms, including writing blogs, filming and photographing events, and video editing
- Represented housing at all new student orientations
- Increased Facebook engagement by 400%, doubled likes on Instagram, created content with the UNC Communications team

MEJO 332: PR Writing

UNC-Chapel Hill | Aug. 2019 - Dec. 2019

- Produced marketing materials for the University Ombuds Office, including a new style guide, brochure, and news release
- Planned a 15th anniversary event for the office and created a PR plan to promote the event in advance
- Logged over 30 hours of public relations work for the client, including contact work and marketing design

SKILLS

Premiere Pro | HTML and CSS | Microsoft Office | Public speaking
Writing | Social Media | Brand building | Event planning
News writing | Creative writing | Video editing | Adobe Suite