

Abigail Plouzek

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EDUCATION

August 2020 - May 2024

University of Nebraska at Omaha (UNO)

Bachelor of Science (BS) Journalism and Media Communications

Minor in English

SKILLS

- **Multimedia Video Production & Editing:** Adobe Premiere Pro, After Effects, Photoshop, Audition, CapCut, camera operation, lighting, audio mixing, and platform-specific formatting for IG Reels, TikTok YouTube, and broadcast.
 - **Editorial Copywriting & Scriptwriting:** AP Style proficient, long-form magazine and blog writing, short-form social media descriptions for performance, storytelling and video script development
 - **Brand, Design & Visual Communication:** Adobe Illustrator, Canva, WordPress, Wix
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WORK EXPERIENCE

Digital and Video Specialist, Sandhills Global

September 2024 - Present

- Film and edit marketing material for Sandhills Global and 50+ secondary brands for distribution across social media, web development, and email marketing.
- Organize and maintain project assets, including physical filming equipment for studio and remote productions, as well as digital assets such as logos, graphics, Adobe projects, and final deliverables.
- Support the design and writing process for various magazines printed and published online by Sandhills Global.

On-Call Production Assistant, Nebraska Public Media

February 2026 - Present

- Assist with day of pre-production setup, camera operation, and strike procedures.

Digital and Video Specialist, 1890 Nebraska

September 2024 - January 2026

- Filmed, interviewed, and edited short and long form video content with Husker athletes for release on social media, web, and email marketing campaigns.
- Wrote and designed copy for print and online magazine articles from interviews with athletes, game recaps, and 1890 Nebraska events.
- Collaborated with internal and external groups to develop filming schedules, content plan, and overall growth plan for the 1890 Nebraska brand.

Marketing and Communications Intern, Walnut Media

May 2023 - January 2024

- Assisted in creating social media and website content for various radio stations operated by Walnut Media using Canva, CapCut, and Photoshop.
- Used recording equipment to record and full produce multiple episodes for various podcasts to drive audience engagement on social media and websites.
- Maintained relationships with clients and consumers through regular communications to ensure alignment with company values.