

ABIGAIL HOFFACKER

gailrhoff@gmail.com | (682)444-9169 | [LinkedIn](#) | [Writing Portfolio](#)

WORK EXPERIENCE

Rooming Intern

April 2023 – Ongoing

Backroads Travel

- Communicate internationally with hotels and subcontractors regarding guest accommodations, dietary preferences, etc.
- Draft, edit, and publish Confluence training pages (but I make them fun!) to optimize guest-list-sending efficiency
- Problem-solve interdepartmentally with Yield and Sales

Retail Associate

Dec, 2022 – March 2023

Madewell, Fort Worth

- Processed and packaged ES (online and in-store pickup) orders
- Used the POS system to assist customer transactions at checkout
- Stocked, styled inventory and empowered customers in the fitting room

Newsletter & Social Media Content Creator (Freelance work)

July – Aug 2022 & Jan – March 2023

Kendall Davis Clay Ceramics, Fort Worth

- Developed written content and formatted the text for two rounds of newsletters: "Sweeten Up Your Summer with Blue Compote" and "Dog Days of Summer" ft. the studio pup
- Created personalized templates on Shopify and Bluehost

Botanic Research Institute of Texas (BRIT) Press, Fort Worth

- Promoted journal articles on social media, translating academic speech to engage Twitter and IG audiences
- Created visual content collages for social media using Canva

Editorial Intern

TCU Magazine, Fort Worth

Jan, 2022 – May, 2022

- Reported on, fact-checked, edited, and completed multiple projects such as alumni profiles, investigative reports, infographics, and more
- Engaged weekly in a formal process with editors to finalize and perfect stories, brainstorm, and troubleshoot obstacles
- Managed a full academic schedule while working in an editorial environment

Line Editor/Copy Editor/Reporter

TCU360.com, Fort Worth

Jan, 2021 – May, 2022

- Edited 5–10 stories / week, fact checked, and collaborated on suggestions with reporters
- Ensured all stories adhered to the AP style guide, had proper grammar, and were sufficiently fact/spell-checked
- Reported on 1 story / week, accomplished a major longform capstone story on campus foxes, a piece about fox appearances on TCU's campus that garnered 4500 views on TCU360.com

EDUCATION

Bachelor of Arts, Journalism

May 2022

Texas Christian University, Fort Worth, TX

Minor in German

GPA 3.6

SKILLS

- WordPress, Shopify, Bluehost, Adobe Illustrator & Express
- SEO, German, AP Style, Microsoft Office
- Endlessly curious, Has the eye-for-design & a love of language

INVOLVEMENT Atlanta First Agency & Deltpa Phi Alpha (German National Honor Society)