

Abigail Peguero

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Education

SEPTEMBER 2019 -PRESENT

California Polytechnic State University, San Luis Obispo, CA - *Senior Standing* –
Journalism Major, Public Relations Concentration. French Studies Minor.
Current GPA: 3.66 | Dean's List: 8 times

AUGUST 2022-DECEMBER 2022

Cours de Civilisation Française de la Sorbonne, Paris, France - *Study Abroad Semester*
French language, culture and history studied.

Journalism and Public Relations Experience

Senior Multi-media Project - *Editor, Photographer, Videographer, Social Media*

Shot, directed, edited and finalized video component including major audio adjustments and graphics. Photographed, edited and finalized photo component. Created social media posts including graphic elements and wrote captions for Instagram. Edited words component of the investigative feature-length story. Directed and envisioned layout of entire project for online website format.

Public Relations Media Kit - *Writer, Editor, Designer*

Created news release, fact sheet, backgrounder, media advisory and feature story documents for Lagunitas Brewing Co. with a single overriding communication objective surrounding rebranding. Edited writing and audio format deliverables. Designed unique, custom layouts for documents including a magazine layout for the feature story.

Visual Communications for Mass Media - *Designer, Editor*

Designed and edited in Adobe Illustrator, Photoshop and InDesign custom visuals including original photos, logos, infographics, magazine layouts, newspaper front pages and typography. Employed essential design practices and principles on deadline.

Writer for Mustang News - *Spot and feature length writing*

Assigned day of stories, interviewed and wrote spot length stories, edited day later comments from editors. Researched, interviewed and wrote feature length stories on the Equine Unit at Cal Poly. Shot and captioned photos for all stories or communicated with outside photographer on what shots were needed.

Work Experience

APRIL 2021 - MARCH 2022

Associated Students Inc., Cal Poly San Luis Obispo - *Facility Supervisor*

Supervised all staff areas, safety measures, rule enforcement, and overall care of the facility and the members. Kept timetables of the schedule for the day and week events, ensured task completion. Encountered over 300 participants daily, dealt with inquiries on operations.

JUNE 2021 - AUGUST 2021

The Pistachio Factory, Paso Robles - *Social Media Outreach and Blog Writer*

Cultivated social media engagement and blog posts. Researched, wrote and edited blog posts.

NOVEMBER 2018 - SEPTEMBER 2020

Peguero Consulting, LLC, Larkspur - *Administrative Assistant*

Prepared engagement letters and billings, note-taking on personnel meetings.

Published Works

Nine stories on [Mustang News](#)
Feature: [Quarter Horse Enterprise](#)

Skills

Writing: News Writing for spot and feature length, Strategic Public Relations Writing, Pitching, Field Reporting, Interviewing, Media Kit Creation including News Releases, Fact Sheets, Media Advisories, Creative Writing including poetry, fiction and non-fiction.

Editing: Copy Editing, Video editing, Strategic Social Media Programming, Research, Note-taking.

Software: Adobe Creative Suite including Photoshop, Illustrator, InDesign, PremierePro, Audition. Photography (Film and Digital), Videography, SEO Tagging, Website Creation (basic coding and WordPress), Microsoft Office Suite (Outlook Calendar, Email).

Leadership: Collaborative Project Working, Meeting Deadlines, Organization (planning, communication, patience, initiative).

Languages

French | English

Awards

National Hispanic Scholar Recipient - 2019
Marin Catholic High School Dean's List - 2015-2019
National Honors Society Member - 2015-2019
California Scholarship Federation Member - 2015-2019