



Cassandra Abel

DIGITAL CONTENT PRODUCER
AND JOURNALIST

 518-929-7523

 cassiueabel@gmail.com

 Catskill, NY

 cassandraabel.com

Skills

- Associated Press Stylebook
- Canva and other design platforms
- Google Analytics 4
- Word Press, BLOX and other Content Management System Software
- Search Engine Optimization (SEO) Strategies
- Social Media
- HTML Coding

Education

BACHELOR OF ARTS IN JOURNALISM

STATE UNIVERSITY OF NEW YORK
COLLEGE AT OSWEGO, OSWEGO, NY

- Minor in Creative Writing
- GPA: 3.42
- Member of Lambda Pi Eta, the Communication National Honor Society
- Content writer and editor for HerCampus Oswego
- Social Media Coordinator for Kappa Delta Phi National Affiliated Sorority

MASTERS OF ARTS IN MAGAZINE, NEWS AND DIGITAL JOURNALISM

S. I. NEWHOUSE SCHOOL OF PUBLIC
COMMUNICATIONS AT SYRACUSE
UNIVERSITY, SYRACUSE, NY

- GPA: 3.72
- Instructional Assistant for Communication Law classes for Fall '22 and Spring '23

Experience

DIGITAL CONTENT PRODUCER AND JOURNALIST- THE DAILY GAZETTE

August 2023 - present

Schenectady, NY and Hudson, NY

- Freelanced with the Gazette's Your Schenectady platform, writing 2-5 stories a week from the end of August 2023 to September 2023.
- Hired as a part-time reporter for Your Schenectady, pitching, writing and editing 5-10 stories a week.
- Hired as a full-time digital content producer in October maintained the websites of three newspapers owned by the Gazette by posting timely stories.
- I also edited and published stories on Nippertown, a Capital Region life and arts digital publication.
- I updated social media accounts for The Daily Gazette, The Leader Herald and The Recorder newspapers.
- I also wrote and published 5 to 10 articles a week covering Schenectady, Gloversville and Amsterdam cities. I wrote and published 3-5 arts and music previews a week for Nippertown's digital platform.
- At the end of January 2024, was transferred to the newly acquired Hudson Valley papers and became a daily reporter for The Daily Mail, covering Greene County.
- I pitch two stories Monday through Friday and write a total of 10, stories a week meeting a 3 p.m. deadline.

TRAVEL/TOURISM CONTENT WRITER- EXPLORE CHARLESTON

April 2023- June 2023

Charleston, South Carolina

- Created content on things to do in Charleston for the visitor's bureau.
- Wrote about my experience at places such as ice cream shops, restaurants and tours
- Engaged in weekly meetings and assignments

TRAVEL AND TOURISM REPORTING INTERN- NYUP.COM AND SYRACUSE.COM (ADVANCE LOCAL MEDIA)


January 2023- May 2023


Syracuse, NY

- Wrote 5-10 aggregation and service stories covering a variety of topics in Upstate New York.
- Created Pins for the Syracuse.com Pinterest account, for the NY Upstate Travel board.
- Engaged in weekly meetings and assignments.

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Experience

DIGITAL PRODUCER AND SOCIAL MEDIA

COORDINATOR- THE NEWSHOUSE

January 2023 - May 2023

Syracuse, NY

- I reported three stories for The Newhouse and edited my work as well as my colleagues.
- I wrote and published stories on a WordPress CMS as well as learned more about CMS production.
- A social media coordinator for Pixels and Print as well as for The Newhouse, where I created content for the various social media accounts, took photos and videos, edited the photos and videos and then scheduled for publishing.
- I was also a traffic analyst, using Google Analytics to track daily analytics for the site and assess performance.

STAFF WRITER- JERK MAGAZINE

Syracuse, NY

September 2022- December 2022

- Pitched story ideas to editors for a semesterly magazine and digital site.
- Collaborated with photographers.

CONTRIBUTING WRITER- THE NEWSHOUSE

Syracuse, NY

September 2022- May 2023

- Pitched story ideas to editors for a digital site.
- Edited writing for grammar mistakes and fact-checked stories for colleagues.
- Collaborated with photographers.

DIGITAL STORYTELLING INTERN/WRITER-

SUNY OSWEGO OFFICE OF

August 2021- December 2021

COMMUNICATIONS AND MARKETING

Oswego, NY

- Interviewed sources for stories that happen on SUNY Oswego's campus.
- Worked on stories in advance of events happening on campus.
- Produced copy for official SUNY Oswego publications, mainly Oswego Today, the SUNY Oswego News website and news releases.
- Created features about members of the campus community.
- Took photographs related to the stories written.
- Collaborated with other interns to create Instagram captions for the SUNY Oswego Instagram page.
- Engaged in weekly meetings, discussing what was being written and photographed.