

# Cassandra Abel

DIGITAL CONTENT PRODUCER  
AND JOURNALIST

 518-929-7523

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 Catskill, NY

 [cassandraabel.com](http://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  
December 2021

### MASTERS OF ARTS IN MAGAZINE, NEWS AND DIGITAL JOURNALISM

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

May 2023

## Experience

### DIGITAL CONTENT PRODUCER- NEWS10 ABC

July 2024- Present

Albany, NY

- Pitched, wrote and edited 4-8 stories a day
- Maintained website for ABC and FOX 23 and social media accounts

- Pitched stories daily

- Shoot and Create digital content and create videos

### DIGITAL CONTENT PRODUCER AND JOURNALIST- THE DAILY GAZETTE

August 2023 - May 2024

Schenectady, NY

- Pitched, wrote and edited 5-10 articles a week
- Maintained three newspaper websites and over 6 social media accounts
- Pitched two daily stories and wrote on 3 p.m. hard deadline

### TRAVEL/TOURISM CONTENT WRITER- EXPLORE CHARLESTON

April 2023- June 2023

Charleston, South Carolina

- Created content on things to do in Charleston
- Wrote three to five articles on my experiences
- Collaborated with photographers.

### TRAVEL AND TOURISM CONTRIBUTING WRITER NYUP.COM AND SYRACUSE.COM

January 2023- May 2023

Syracuse, NY

### DIGITALPRODUCER AND SOCIAL MEDIA COORDINATOR- NEWHOUSE

January 2023 - May 2023

STAFF WRITER- JERK MAGAZINE September 2022- December 2022

### CONTRIBUTING WRITER- THE NEWHOUSE

September2022- May 2023

### DIGITAL STORYTELLING INTERN/WRITER-SUNY OSWEGO

August 2021- December 2021