

ABBEY SOBELMAN

Multimedia Journalist

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abbeysobelman.com



EDUCATION

Lycee Henri Becquerel

Nangis, France
Study Abroad Program
October 2020 – June 2021

Paradise Valley High School

Phoenix, Arizona
Diploma
August 2021 – May 2022

Manchester Metropolitan University

Manchester, England
Study Abroad Program
Bachelor of Arts Multimedia Journalism
January 2024 – June 2024

Northern Arizona University

Flagstaff, Arizona
Bachelor of Science Communication Studies
Bachelor of Science Journalism
Minor in Public Relations
August 2022 – May 2026

SKILLS

- Fluent in English and French
- Adobe Lightroom, Audition, Premiere Pro and In-Design, as well as Windows, Google and Mac applications
- Video and audio journalism
- AP Style, copy writing, broadcast and print writing
- Customer service
- Oral and written communication
- Analyzing, prioritizing and resolving problems with minimal or no supervision
- Professional photography
- Social media and content creation

WORK EXPERIENCE

Northern Arizona University Office of Alumni Engagement

Communications and social media assistant

October 2023 – Present

- Draft and develop social media content in the form of posts, stories, videos and reels for NAU Alumni social media accounts, including, but not limited to, Facebook, Instagram, LinkedIn and Twitter.
- Capture, edit and post photos and videos, regularly update visual content libraries and include photos and videos of NAU, Flagstaff and Northern Arizona.
- Attend and coordinate social coverage for NAU and NAU Alumni Association events, including but not limited to, Homecoming, Commencement, Alumni Chapter events and Lumberjacks Thrive events.

The Lumberjack

Managing editor

January 2026 – Present

- Oversee all written content and editorial workflow.
- Manage and mentor editors and writers in a fast-paced newsroom.
- Facilitate conflict resolution and monthly editor check-ins.
- Serve as liaison between editorial staff, Executive Board and visual teams.
- Exercise strong news judgment and guided story development.
- Report directly to the Editor-in-Chief and faculty adviser.

Assistant copy editor

August 2025 – December 2025

- Read and edit all stories before publication.
- Look for AP Style, grammar and punctuation errors while also paying attention to larger concepts such as sentence and paragraph structure, headline inaccuracies and quote placement.
- Bring constructive suggestions for improvement back to the Editorial Board and to the broader reporting staff.
- Be prepared to read, edit and publish stories at a moment's notice.

Lifestyle section editor

January 2025 – May 2025

- Generate story topics, assign stories to reporters, edit stories and be responsible for helping with story selection.
- Initiate requests for related photography, art, and/or infographics in collaboration with the appropriate editors.
- Act as the point of contact between editorial staff and reporters and play a mentoring role for senior reporters and reporters.
- Have solid news judgment, excellent editing skills, the ability to handle multiple projects under deadline pressure and skills in training, mentoring and critiquing section staff members.
- Maintain a set schedule of section meetings and regular office hours during which they provide feedback and input to section staff, and must participate in weekly Editorial Board meetings.

WORK EXPERIENCE (CONT.)

Lifestyle writer

January 2023 – December 2024

- Regularly report for the publication covering news, briefs and features.
- Be a reliable, consistent and dogged reporter as well as a person who can lead by example.
- Pick up breaking news content when needed in addition to their normal reporting.
- Commit to spending a regular set of hours working in the MIC so that they can cover stories that arise.
- Demonstrate a history of solid news judgment and the ability to handle multiple projects simultaneously.
- Have punctuality, attention to detail and teamwork with other MIC editors and reporters.

KJACK Radio

Social media and website manager

January 2025 – Present

- Draft and develop social media content in the form of posts, stories, videos and reels for KJACK Radio social media accounts, including, but not limited to, Facebook, Instagram, Tiktok and YouTube.
- Maintain a set schedule of department meetings and regular office hours during which they provide feedback and input to staffers, and must participate in weekly manager and staff meetings.
- Read and edit all stories before publication.
- Capture, edit and post photos and videos, regularly update visual content libraries.
- Attend and coordinate social and photo coverage for KJACK Radio and NAU events, concerts and music festivals including but not limited to, open mics, halloween shows, local concerts and Battle of the Bands.

Music staffer

August 2024 – December 2024

- Conduct professional interviews live on-air, and pitch and write stories on topics including, but not limited to, concerts, local shows and new music.
- Choose relevant music to be programmed into our station.
- Attend and coordinate social and photo coverage for concerts and music festivals.

Promotions staffer

August 2022 – May 2024

- Operate and manage the radio booth, sound boards and other audio equipment to properly conduct independent radio shows.
- Plan station-sponsored events such as open mic nights, local shows, Battle of the Bands competitions and Tiny Desk concerts.
- Promote station events through social media posts, announcements and department-made flyers, as well as table at NAU and local events.

Northern Arizona University School of Communication

Teaching assistant for Introduction to Journalism, Basic Reporting and Community Reporting

January 2023 – Present

- Provide detailed and constructive feedback on student papers and assignments in order to improve their writing and reporting skills.
- Collaborate with the lead instructor to assess work according to rubrics and other guidelines.
- Look for AP Style, grammar and punctuation errors while also paying attention to larger concepts such as sentence and paragraph structure, headline inaccuracies and quote placement.
- Bring constructive suggestions for improvement back to the lead instructor.

The Associated Press

Special elections vote entry operator

November 2024 – Present

- Be a task-oriented critical thinker with an eye and ear for accuracy and possess great listening and verbal skills.
- Receive and conduct calls from stringers in a professional manner.
- Input vote totals from stringers in counties and cities nationwide, for newspaper, broadcast and internet customers worldwide.
- Record vote counts accurately and efficiently into the Associated Press' database.
- Verify vote counts with stringers and AP Elections supervisors.
- Communicate clearly, efficiently and accurately with stringers and AP Elections supervisors on Slack.