

ABBEY SOBELMAN

Student 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 Science 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
Flagstaff, Arizona

- 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

Assistant copy editor, lifestyle section editor, lifestyle writer, culture writer
January 2023 – Present
Flagstaff, Arizona

- Generate story topics, assign stories to reporters and edit stories.
- Act as the primary point of contact between editorial staff, reporters, illustrators, photographers and other editors.
- Play a mentoring role for student reporters.
- Ensure the timely and appropriate uploading of web-optimized content.
- 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.

KJACK Radio

Social media and website manager, music staffer, promotions staffer
August 2022 – Present
Flagstaff, Arizona

- 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.
- Conduct professional interviews live on-air, and pitch and write stories on topics including, but not limited to, concerts, local shows and new music.
- Draft and develop social media content in the form of posts, stories, videos and reels for KJACK social media accounts, including, but not limited to, Facebook and Instagram.

WORK EXPERIENCE (CONT.)

Northern Arizona University School of Communication

Teaching assistant: Introduction to journalism (JLS 105), Basic reporting (JLS 131)

January 2023 – Present

Flagstaff, Arizona

- 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.

The Associated Press

Special elections vote entry operator

November 2024 – November 2024

- Receive and conduct calls from stringers in a professional manner.
- 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.

Jamba Juice

Shift lead, team member

August 2021 – August 2023

Phoenix, Arizona

- Meet management requirements, including but not limited to, balancing and securing cash drawers; logging temperature sheets; tracking employee work breaks, schedules, and duties; ensuring business demands are met and store is properly staffed; monitoring team members to guarantee they are working efficiently; and satisfying guest needs.
- Interview potential hires and train new team members on store policies.
- Work efficiently at all stations, including taking and preparing orders, cleaning and restocking the store.

Culvers

Team Member

October 2022 – May 2023

Flagstaff, Arizona

- Provide excellent guest service and hospitality.
- Demonstrate proper personal hygiene and food safety practices.
- Assist guests with product knowledge and promotional information accurately.
- Prepare quality products while maintaining portion control and presentation within service goal times.
- Handle guest comments promptly and courteously.