ABIGAYLE REGENSBURGER

CONTACT

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Berks County, PA

www.abbyregsphotos.com

PROFILE SUMMARY

Communications and digital media professional with a B.A. in Communication Studies and B.S. in Social Media Theory & Strategy, cum laude, from Kutztown University of Pennsylvania. Experienced in content creation, marketing strategy, multimedia production, and project management, with a strong record of growing engagement and building digital presence for multiple organizations.

EDUCATION

Kutztown University of Pennsylvania – Kutztown, PA

Master of Public Administration - Expected May 2027

Bachelor of Arts in Communication Studies / **Bachelor of Science** in Social Media Theory & Strategy – **Cum Laude**

Sub-baccalaureate Certificate in Digital Video Production

Minors: Professional Writing; Women, Gender, & Sexuality Studies

SKILLS

- **Content Creation:** Writing, Editing, SEO
- **Digital Marketing:** Social Media Management, Campaign Strategy
- **Technical Tools:** Adobe Photoshop, Lightroom, Premiere Pro
- **Media Production:** Photography, Videography
- **Communication:** Interpersonal, Strategic

LEADERSHIP

- Women in Politics, President (2022 – 2025)
- KU Radio, Vice President (2022 – 2025)
- Allies Club, Treasurer (2021 – 2023)
- KU Students for Shapiro Chapter, Founder (Jul. 2022 – Nov. 2022)

ACCOMPLISHMENTS

- 2x winner for Best On-Air Pledge Drive at the Intercollegiate Broadcasting Awards
- 11x finalist for various categories at the Intercollegiate Broadcasting Awards

WORK EXPERIENCE

Agency Revolution (FMG Suite) - Bethlehem, PA 2025 - PRESENT
Project Manager

- Manage 40+ client projects at Agency Revolution, a part of FMG Suite, overseeing client communication, workflow execution, and cross-functional coordination while building strong client relationships and recommending additional services to support client goals and long-term success.

@AbbyRegsPhotos - Berks County, PA 2019 - PRESENT
Freelance Photographer

- Photograph, edit, and market content for over 50 clients across events, portraits, and creative shoots

The Keystone Newspaper - Kutztown, PA Aug. 2021 - May 2025
Multimedia Manager

- Managed social media accounts and create engaging content to promote The Keystone Newspaper. (weekly +418% engagement increase)

Kutztown University - Kutztown, PA Sep. 2021 - May 2025
Student Photographer

- Covered events and sports across campus for use on social media and websites.

WDIY - Bethlehem, PA Aug. 2024 – Dec. 2024
Intern

- Manage social media, assist with newsletter creation, coordinate volunteer efforts, and oversee the giveaway system. (weekly +200% engagement increase)

Undergraduate Research and Creativity - Kutztown, PA Mar. 2022 – May 2024
Social Media Coordinator

- Updated website and social media and interviewed students for articles.

South Schuylkill News - Schuylkill Haven, PA Jan. 2018 – Dec. 2020
Freelance Writer

- Covered current events and topical issues.