



Abby Roper

Broadcast Journalism Student

Contact

210-291-1671

abbyroper13@gmail.com



About Me

Creative and driven digital storyteller with experience in photography, social media marketing, and content creation. Currently pursuing a degree in Broadcast Journalism (May 2026), with a passion for impactful communication and community engagement.

Skills

- Multimedia Storytelling
- Photography & Videography
- Social Media Strategy
- Adobe Creative Suite (Photoshop, Premiere Pro, InDesign, etc.)
- Canva
- Video Editing
- Interviewing & Research
- News Reporting
- Copywriting & Editing
- Audience Engagement

Education

- **Pursuing a Broadcast Journalism Degree**
Baylor University Graduating May '26
 - Senior, Broadcast Journalism Major (Graduate May 2026)
 - Media Management Minor
 - Deans List (all semesters)
- **Graduate**
Tom C. Clark High School 2023
 - National Honors Society Member
 - Varsity Debate Team
 - Varsity Dance Team / Drill Team, Co-Captain 2022-2023
 - Young Life
 - Photojournalism - Yearbook Staff Photographer

Experience

- **Social Media Marketer**
Baylor University 2/2025-Current
Posting content/ads to all platforms and preparing data and analytics for Baylor's student media entities, including The Baylor Lariat, Department of Student Media, and Roundup Yearbook.
Weekly presentations for social media content and ad analytics.
- **Intern / MMJ**
KWTX - TV, Waco, TX 5/2025-8/2025
Producing news packages, editing video content, recording segments, performing voiceovers, and writing digital stories for online.
- **Stylist**
Free People 4/2023-Current
Assist customers with personalized styling, deliver exceptional service, and drive sales by creating an inspiring and on-brand shopping experience.
- **Photographer / Opinion Writer**
Baylor University 8/2023-11/2024
Baylor Lariat- Print and online media- Captured campus events and student life/news for both print and online editions of Baylor's student-run newspaper.
- **Photography Assistant**
Angie Kruse Photography 2018- Current
Assisted with set design, styling and grip.

Extracurricular

- **Young Life High School Leader**
Young Life - Waco 2/2023-Current
Leader at Lorena High School. Mentor and develop relationships with students.
- **Junior Leader**
Hidden Springs Youth Ranch 2019-Current
Volunteer as a youth mentor using rescued horses to aid in healing, and restoring hope. Social media design and posting. Volunteered alongside of The San Antonio Stock Show & Rodeo to host Junior Rodeo camp. Created social media posts, worked with inner city youth and taught horsemanship.
- **Miss San Antonio Teen**
Miss America Organization 2019
Promoted platform "Healing through Horses" onstage at Miss Texas. Participated in various community events.