ABIGAIL O'BRANOVICH

JOURNALISM, B.S — CONCENTRATION IN PUBLIC RELATIONS

Minor in Event Planning and Experience Management







HARD SKILLS

- Google Workspace
- Google Analytics
- Canva Pro Features
- AI Tools
- Microsoft Office
- · Adobe Creative Cloud
- Project Management Platforms
- Website Builders
- SWOT Analysis
- SOCO & PR Media Kit
- ROI, ROE, and KPI analyses
- Pitching

SOFT SKILLS

- Active Listener
- Adaptable
- Communication
 - (Written and Verbal)
- Creative
- Detail-Oriented

- Engaged
- · Fast-Learner
- · Multi-Tasking
- Organization
- Proactive
- Time Management

EXPERIENCE

Events and Experiences Intern - San Luis Obispo International Film Festival / February - May 2025

- Assist the Executive, Associate Directors, and Lounge Coordinator in planning and executing events throughout the festival week.
- Assist in the coordination of logistics for the VIP Lounge and various events throughout the festival.
- Work in a fast-paced, creative environment with 10K-15K attendees across multiple venues in Downtown San Luis Obispo.
- Source vendors and sponsors for the VIP Lounge and the Filmmaker Welcome bags.
- Collaborate with a professional event planner to organize large-scale events.
- · Work with volunteer coordinator and volunteers, providing guidance and coordinating tasks.
- · Gain hands-on experience with event software, databases, and website management.
- · Maintained discretion while interacting with high profile directors, actors, athletes, musicians, and a fashion designer throughout the week.

Public Relations & Events Intern - California Government Operations Agency / June 2024 - August 2024

- Organized and executed California's Annual Leadership Summit with over 400 attendees by collaborating with leadership, vendors, and stakeholders through planning meetings and venue tours.
- Attendees included the Governor of California and the First Partner; Secretaries and Directors and California state Agencies and Departments; C-Suite executives and stakeholders within the local state government.
- · Managed event registration, created badges, and provided daily updates using Microsoft Forms and Excel.
- Designed and edited digital media, coordinated with Tech/AV for a seamless run-of-show.
- Partnered with CalHR to design podium signage, filling stylebook guidelines for cohesive branding for the event.
- Presented an hour-long capstone presentation on social media engagement to a room full of cabinet-level agency executives.

EIM Annual Auction Celebration - Experience Industry Management Department / Sept 2023 - March 2025

Registration Chair (September 2024 - March 2025)

- Develop and deliver weekly committee update presentations, highlighting progress, roadblocks, upcoming tasks, and potential challenges.
- Delegate tasks, maintain clear communication within the team, and ensure successful progress on assignments.
- Manage registrant data using HandBid and Excel, organizing ticket levels for streamlined registration and check-in processes for the upcoming
 event.
- Upload and maintain all committee documents in a centralized OneDrive folder for easy access. Collaborate cross-functionally with other committees to achieve shared goals.

Program Design (Jan - May 2024 / Sept. 2024 - March 2025)

- Designed the event program using Canva Pro, ensuring alignment with the event's theme and Cal Poly University's branding guidelines.
- Creation of branding and style guide including but not limited to hex codes, text size and appropriate fonts, logos, and additional graphics.
- · Collaboration with the Auction Faculty Advisor and EIM Department head to refine the design, incorporating feedback for consistency and quality.
- Secured approvals from vendors, sponsors, and donors for logo and photo usage, ensuring adherence to copyright standards.
- · Coordinated with the printer to confirm proper dimensions and CMYK formatting for high-quality production.

Committee Member (Jan. - May 2024)

- Worked with the Auction team to call local businesses and personal connection to secure donations to help build our silent/live auction packages.
- Work within our EIM Auction's OneDrive to collaborate with other committees.
- Work cross-functionally with other committees.
- · Created a spreadsheet post-event to organize sponsor and donor forms and ensure FMV and signatures are represented.

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Undergraduate Degree (June 2025) California Polytechnic State University - San Luis Obispo College of Liberal Arts Ambassador

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Director of Rituals - Delta Gamma (Theta Alpha Chapter) / Jan. - Dec. 2024

- Led rituals and songs for the Theta Alpha chapter, implementing new practices to strengthen sisterhood while upholding Delta Gamma Sorority's standards and bylaws.
- Prepared reports, presentations, and addressed 200+ members at chapter meetings.
- · Collaborated with leadership to align on events, goals, schedules, and budgets, while managing an annual budget and allocating quarterly funds.
- Planned and executed quarterly events, including Inspiration, Initiation, and Founders Day celebrations, overseeing catering, supplies, logistics, and rehearsals
- · Led a committee to ensure events were executed on time and within budget, and updated the Director of Rituals transition document for a seamless officer handoff.

Performing Arts Center Beat Reporter, Mustang News / Oct. 2021 - June 2022

- · Sourced, scheduled, planned, and interviewed the talent. Worked with both performers and Performing Arts Center management to promote ticket sales and drive audience attendance.
- · Wrote in various formats that best highlighted the performer and would pique audience interests.
- Created outlines, questions, and completed background research to prepare for interviews.
- · Consistently met article deadlines.
- · Developed relationships not only with talent but talent management to ensure accurate reporting.

Various Positions - Mustang Media Group / Aug. 2021 - June 2022

- Roles included: Arts and Student Life Multimedia Journalist, Special Sections Writer, KCPR Entertainment Reporter and KCPR Content Writer.
- · Attended weekly pitch meetings with section editors and consistently met article deadlines.
- · Contacted and interviewed subjects around the community and campus that hold angles of interest. Researched topics thoroughly to ensure accuracy when reporting.
- Wrote my own copy and produced wraps for KCPR Radio.
- Broadcast live on air twice a week as an Entertainment Reporter and cover the latest news. Able to work with quick turn-arounds, even pulling breaking news and writing fresh copy live on air.
- Wrote promotional material to engage readers to participate in upcoming events and visit new places locally.
- "Understated Spots on Campus". Was a top story of the week (943 page views) and top reached post (9,444 users reached).

RELEVANT COURSEWORK

Event Planning

- Strategic Event Planning
- Experiential Marketing Strategies
- Visitor Services in Experience Industry Management
- Hospitality, Convention, and Meeting Management
- Strategic Event Implementation

Public Relations

- Public Relations
- Public Relations Writing and Editing
- Social Media for Strategic Communication
- Crisis Communications
- PR Campaigns
- · Contemporary Advertising

Journalism

- · Visual Communications for the Mass Media
- · News Reporting and Writing
- · Broadcast News
- · Mass Media Law
- · Journalism Ethics
- Multicultural Society and the Mass Media

ACHIEVEMENTS

- President's Honors List Recipient for the 2021-2022 Academic Year.
- Dean's List Recipient in Winter and Spring Quarters of 2023.
- My PR Campaign group, PinkPR, won two award for our project proposal: Ready to Launch and Visionary Award. // March 2025
- Studied Abroad in London for 2 months and took over the Cal Poly Study Abroad Instagram account for the entirety of the program. // Summer 2023
- Associated Collegiate Press Award Winning Journalist for First Place: Best News Series // March 2022
- Asked by the Journalism department head to speak at the 2023 Journalism banquet about my journalism career so far. // June 2023
- Started the Bridgeway Beat, my high school's newspaper
- Copyright holder for 3 original songs and an original, full-length screenplay.

ADDITIONAL EXPERIENCE

- · Marketing and Graphics for an ASI Presidential Campaign, "Cash in on Ash," which the candidate ended up winning!
- Her Campus Cal Poly Influencer & Staff Writer // Jan. March 2023
- Associated Students Inc. Executive Staff Member // September 2021 June 2022

CERTIFICATIONS

- Cvent Supplier Network Student Certification / Valid through Dec. 2026
- Hubspot Social Media Marketing Certification / Valid through July 2026