

Abby Montague

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1523 Forest Avenue, Knoxville, TN 37916

EDUCATION - UNIVERSITY OF TENNESSEE - KNOXVILLE, TN

Bachelor of Science in Advertising, Minor: Social Media Analytics & Business Administration — *Expected December 2025*

GPA: 3.81

Dean's List 6/6 semesters

PROFESSIONAL EXPERIENCE

BHDP Architecture

May 2025 - Present

Marketing & Communications Intern

Develop website content, project case studies, and internal newsletters to strengthen client communication and brand presence. Create and manage social media campaigns for recruitment, podcast promotion, and employee engagement. Draft press releases, write copy for multi-channel campaigns, edit video content, and support internal communications, including onboarding, offboarding, and company announcements.

Baker Marketing Laboratory

August 2024 - May 2025

Marketing Intern

Created content calendars, designed graphics, and scheduled posts for seven clients to drive engagement. Wrote SEO-focused blog content, edited videos into short-form formats for Instagram, TikTok, and YouTube, and monitored campaign performance to adjust strategies for maximum reach. Collaborated with account managers to develop creative concepts aligned with client goals.

Stratos Strategy

July 2022 - May 2024

Social Media Engagement Intern

Assisted in managing GiveThemTen social media accounts, engaging with followers to boost interaction. Contributed campaign ideas, analyzed performance metrics, and proposed strategies for growth. Originated concept behind a viral video with 5.1M views (Feb 2024).

IPM Food Pantry

September 2021 - May 2022

Graphic Media Intern

Assisted media director by designing flyers, brochures, and informational packets to distribute to clients. Additionally, assisted with management of their social media accounts to better engage with the community.

LEADERSHIP & INVOLVEMENT

Circle of Sisterhood Committee Marketing Team

January - December 2024

University of Tennessee Panhellenic Council

Created social media content, designed promotional materials, and supported event planning to raise awareness for philanthropic initiatives.

1794 Honors Program

August 2022 - May 2024

Completed academic program focused on global and cultural awareness, campus engagement, and volunteerism.

EXTRACURRICULAR ACTIVITIES

Alpha Delta Pi

University of Tennessee Panhellenic Sorority

TECHNICAL SKILLS

Adobe Suite: InDesign, Illustrator, Photoshop, Premiere Pro

Social Media Platforms: Instagram, TikTok, Facebook, LinkedIn, YouTube

Content & Web Tools: WordPress, HubSpot, Hootsuite, Canva Pro, SharePoint, CapCut, Drupal