

Abby Montague

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1523 Forest Avenue, Knoxville, TN 37916

EDUCATION - UNIVERSITY OF TENNESSEE, KNOXVILLE

4th year pursuing Bachelors of Science in Advertising at the Tombras School of Advertising & PR
Pursuing minors in Business Administration and Social Media Analytics
GPA: 3.84
Dean's List 5/5 semesters

PROFESSIONAL EXPERIENCE

Baker Marketing Laboratory

August 2024 - Present

Marketing Intern

Supported digital marketing efforts for 7 clients by creating content calendars, designing graphics, and scheduling posts to enhance engagement. Conducted research and wrote blog posts to improve SEO and website traffic. Edited testimonial and informational videos into short-form content for platforms like Instagram, TikTok, and YouTube Shorts, boosting client visibility and audience engagement.

Stratos Strategy

July 2022 - May 2024

Social Media Engagement Intern

Supervised by a manager to help manage content for GiveThemTen social media accounts. Specifically, interacted with clients' followers on social media accounts to boost follower engagement. Brainstormed campaign content, analyzed analytics to determine success of campaigns and provided suggestions to expand organizations goals. Came up with concept behind viral video with 5.1M views in February 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

Supported marketing efforts for the Circle of Sisterhood, creating social media content, designing promotional materials, and assisting in event planning to raise awareness and engagement for the organization's philanthropic mission.

1794 Honors Program

August 2022 - May 2024

Upheld University's values and mission as an accomplished student in the program. Specific focus on academic engagement, global and cultural awareness, campus involvement, and volunteer spirit.

EXTRACURRICULAR ACTIVITIES

Alpha Delta Pi

University of Tennessee Panhellenic Sorority

AdClub Tennessee

Active Member

PROGRAMS

Adobe InDesign, Illustrator, Photoshop, CapCut,
Canva Pro, WordPress, HubSpot, TikTok,
Facebook, Instagram, YouTube