






ABIGAIL HOBBS

CONTACT

-  561-322-9164
-  ahobbs6@elon.edu
-  www.abigailhobbs.com
-  /in/hobbsabigail
-  @abigailhobbss

EDUCATION

Elon University *May 2025*

- B.A. in Strategic Communications
- B.A. in Journalism
- Minor in Political Science

HONORS

- Corbin Gwaltney Award for Best All-Around Student Newspaper, Society of Professional Journalists' 2023 Mark of Excellence Awards
- First place for Breaking News Reporting, Society of Professional Journalists' 2023 Mark of Excellence Awards Region 2 - *Faculty member killed in shooting at UNC Chapel Hill*
- First place for General News Reporting, Society of Professional Journalists' 2023 Mark of Excellence Awards Region 2 - *Elon University senior staff members' leaving shakes up university*
- Best in Show, North Carolina College Media Association's 2023 Awards
- Third place in News Writing, North Carolina College Media Association's 2023 Awards - *Elon University senior staff members' leaving shakes up university*
- Second place in Sports Writing, North Carolina College Media Association's 2023 Awards - *Elon University volleyball player turns to coaching after medical issues*
- Elon University Communications Fellow - Selected to competitive program offering a scholarship, travel and networking opportunities

SKILLS

- | | |
|--------------|-----------------|
| AP Style | Microsoft Suite |
| InDesign | HTML |
| Photoshop | CSS |
| Premiere Pro | |

EXPERIENCE

Copy Chief at Elon News Network *May to December 2024, December 2022 to May 2023*

- Edited all articles for print and web for accuracy, consistency and AP Style before publication in a strict production schedule
- Enhanced and refined stories and sentence structure for clarity
- Managed article delegation to eight copy editors
- Perfected headlines and captions for the newspaper and website
- Trained reporters and copy editors in AP Style

Digital Intern at Rational 360 *June to August 2024*

- Monitored and analyzed client advocacy campaigns by using data to enhance online advertising, email marketing and social media initiatives
- Tracked trending social media conversations, identifying timely opportunities for client engagement and participation to maximize outreach and influence
- Assisted in the creation of engaging content for social media, email, websites and SMS campaigns
- Collaborated with different teams to develop integrated campaigns, measuring outcomes to ensure alignment with organizational goals

Managing Editor of The Pendulum *April to December 2023*

- Coordinated with section editors, reporters and photographers for assignments to produce a high-quality newspaper every week
- Supervised six copy editors and three designers
- Read every story to confirm there are no style, spelling, design, factual or potential legal issues
- Workshopped headlines and cutlines for clarity and interest
- Communicated and collaborated daily with section editors to coordinate news, politics, lifestyle and sport stories
- Arranged stories and design in the newspaper based on news value
- Troubleshoot and adapted for stories and photos not reaching deadline or any staff member not fulfilling their responsibilities
- Supervised 45 delivery locations and divided them among staff
- Facilitated weekly planning staff meetings with over 30 members

Public Relations Intern at Hensworth Communications *May to August 2023*

- Brainstormed and wrote at least three creative pitches and press releases a week to pitch to journalists
- Planned unique events and other activations for clients
- Researched and maintained a comprehensive list of ideal journalists and influencers to promote clients
- Tracked all media exposure clients received
- Studied client's competitors and the media exposure they received

Reporter at Elon News Network *August 2021 to Present*

- Write weekly articles for politics, news and lifestyle sections for newspaper and website
- Monitor national or state news that can be localized, patterns around campus and breaking news
- Interview story sources, including professors, students, politicians and professionals
- Produce high-quality stories in a tight timeframe