Abby Fuhrman

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PROFESSIONAL SUMMARY

Digital marketing and content professional with experience developing and executing social media, email marketing, multimedia, and digital content across nonprofit, entertainment, higher education, and media organizations. Skilled in content strategy, social media management, email marketing, short-form video production, photography, event marketing, and performance analytics. Creative and audience-focused marketer who combines storytelling and data to develop engaging content, support organizational goals, and strengthen digital engagement.

CORE SKILLS

Social Media Strategy • Content Strategy & Calendars • Email Marketing • Short-Form Video • Social Media Management • Community Management • Social Analytics & Reporting • Content Creation • Photography & Videography • Campaign Promotion • Copywriting • Audience Engagement • Canva • Adobe Premiere Pro • Adobe Photoshop • Meta Business Suite

EXPERIENCE

Gettysburg Foundation, Gettysburg, PA
Social Media Marketing Specialist November 2023-Present

- Develop and execute platform-specific social media content across Instagram, Facebook, and LinkedIn to support organizational goals, campaigns, events, and audience engagement.
- Write, design, and produce short-form video, photography, graphics, and other multimedia content to tell compelling stories and promote programs, events, and initiatives.
- Plan and maintain social media content calendars, balancing organizational priorities, seasonal campaigns, events, and audience interests.
- Write, build, schedule, and manage monthly email marketing campaigns; review performance analytics to evaluate engagement and inform future campaigns.
- Capture and publish real-time social media content at events, including Instagram Stories and other live event coverage.
- Monitor social media trends, platform performance, and audience engagement to identify opportunities for content optimization.
- Analyze social media and email marketing performance and develop quarterly reports to communicate results and inform future marketing strategies.
- Engage with audiences across social platforms by responding to comments, messages, questions, and inquiries.
- Coordinate and manage donation requests while supporting community outreach and organizational partnerships.
- Promote organizational events through community calendars and digital channels to increase awareness and attendance.
- Support organizational photography and videography needs, including event coverage, promotional content, and visual storytelling.

York Revolution Professional Baseball, York, PA

Media Production Crew July 2023-September 2023

- Managed livestream broadcasts for home games, ensuring reliable delivery of live video content to digital audiences.
- Operated broadcast cameras and supported in-game video production as needed.
- Collaborated with the game-day production team in a fast-paced live entertainment environment.

Marketing Intern May 2023-June 2023

- Created and published Instagram Stories during home games to provide real-time coverage and engage fans.
- Assisted with in-game entertainment, promotional activities, and game-day marketing initiatives for 24 home games.
- Operated cameras and supported livestream production during games.
- Assisted with pre-game and post-game marketing and event operations.

Center for Media Production and Research, Indiana, PA

Graduate Assistant August 2022-May 2023

- Managed social media content for the College of Education and Communications, writing and publishing 115 Facebook and Instagram posts.
- Developed and executed social media content to promote college programs, events, initiatives, and accomplishments.
- Produced 13 videos from concept through post-production, supporting the college's communications and marketing efforts.
- Maintained and updated the college website using Cascade CMS to ensure accurate and timely content.
- Consulted with three potential clients regarding event media production, including pre-production, production, and post-production needs.
- Designed three brochures, two posters, and two event programs using Adobe Creative Cloud.
- Collaborated with faculty, staff, and clients to develop multimedia content aligned with communication goals.

IUP Campus Recreation, Indiana, PA

Social Media Assistant August 2021-May 2022

- Created and published 90 Twitter/X and Instagram posts promoting fitness classes, intramural sports, programs, and events.
- Developed real-time Instagram Stories during intramural events to increase audience engagement and event visibility.
- Filmed and livestreamed four intramural basketball games through Instagram Live.
- Supported social media promotion of campus recreation programs and student activities.

EDUCATION

Indiana University of Pennsylvania (IUP) – Indiana, PA

Master of Science in Strategic Communication August 2021-August 2023

Bachelor of Science in Media Production & Media Marketing August 2018-May2022