

Abigail Chertock

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EDUCATION

California State University, Fullerton

Jan 23-May 25

B.A., Communications (Public Relations)

Minor in Human Communication Studies

Orange Coast College

Aug

19-May 23

Associate Degree in Liberal Arts

Relevant Coursework: Digital Foundations, Advertising Media, Creative Strategy and Execution, Communication in Teams and Groups

RELATED WORK EXPERIENCE

Director of Marketing Operations

Nov 24- Present

OCSP Cat Rescue

- Curate marketing strategies to promote the non-profit cat rescue (example: events, promotions).
- Manage social media accounts.
- Steady growth in website traffic and social media following since taking over.

Social Media Intern

Jan 25- Present

NothingMag.TV

- Assisting in the development and execution of marketing strategies to increase brand awareness and engagement.
- Collaborating with the team to create and distribute promotional materials, including newsletters, press releases, and social media content.
- Assisting in planning and coordinating marketing strategies for events and Nothing Mag platforms.

LEADERSHIP AND INVOLVEMENT

PRactical ADvantage Communications - Fullerton, CA

College of Communications student-run advertising/PR/Entertainment-Tourism agency

Art Director, Fall 2024

- Created all visual material & collateral to complement the communication package developed on behalf of an industry client (The North Face & OC VIBE) assigned to a specific team that complemented an advertising plan during a 15- week time period.

CSUF Garden Flea Market - Fullerton, CA

Vendor Coordinator, Spring 24

- Designed a message for current students at CSUF to vendors at the Flea Market.
- Developed a schedule to track important dates, ensuring organized planning and timely management.
- Advertised/Marketed promotional material to target audience via digital/interpersonal communication.

SKILLS AND INTERESTS

Skills: Adobe Creative Suite, Microsoft Teams, Instagram, TikTok, Content Creation/ Curation, FunctionFox

Honors: Dean's Honor List

PERSONAL PROJECTS

Femme Frequency Blog - Creator, Director of Operation

- A magazine style blog about lifestyle, current events, culture, food, and my thoughts on those subjects.
- Skills I utilize include: written communication, R&D, artistic/creative design, & technology systems.