Abigail Beaird

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SUMMARY

Creative Services/Production Associate with over 3 years of experience producing high-impact broadcast and social content. Proven ability to grow audience engagement and execute promotional campaigns. Edited daily fast-turnaround social videos, produced Emmy-submitted commercial work, and created a viral spot exceeding 3M views while managing contesting and promotional logistics.

EXPERIENCE

Creative Services/Production Associate
FOX 5 Atlanta **October 2022 - September 2025, Atlanta, GA**

- Edited dynamic promotional commercials in Adobe Premiere for broadcast and digital, covering UGA Athletics, Atlanta Falcons, FOX 5 Promotional Contests, and Atlanta nonprofits.
- Assembled daily 30-second news-headline videos in Adobe Premiere for social media distribution, consistently meeting strict daily deadlines.
- Produced a commercial campaign submitted for Southeast Emmy consideration, entitled "Behind the Scenes".
- Performed all aspects of contesting for FOX 5 Atlanta: managing sales proposals, rule creation, legal document review, promotional spot edits, contest builds, winner selection, and distribution of prizing.
- Executed promotional spots for the launch of new connected television streaming app FOX Local.
- Created viral video grossing 3M+ views across social platforms: TikTok, Instagram, and Facebook.

Owner, E-Commerce Sales Business
Self Employed | eBay **February 2025 - Present, Atlanta, GA**

- Operate a successful eBay storefront specializing in nostalgic collectibles, apparel, and vintage goods, maintaining a 99.8% positive feedback rating.
- Managed the full seller lifecycle while working a full-time position at FOX 5 Atlanta: product sourcing, photography, research, listing, pricing, and customer service.
- Leverage eBay's marketplace trends to increase visibility and sales performance.
- Research trends on social media platforms such as YouTube and Instagram to help inform eBay sourcing.

Digital Media Intern
Magna Global | Interpublic Group **June 2021 - August 2021, New York, NY**

- Produced a 10-minute advertising pitch for Levi's Strauss & Co. with a team of 5 Interns.
- Supported Media Trials Team in conducting ad experiments to optimize strategic brand investment strategies
- Learned the value of building collaborative working relationships across teams.
- Recognized by senior management for independent work ethic, quick adaptability to client needs, deadline-driven execution, and strong leadership skills.

EDUCATION

Bachelor of Arts in Interdisciplinary Studies of Society and Culture **Atlanta, GA**
Emory University • Magna Cum Laude • Dean's List - 7 Semesters
Interdisciplinary Concentration: Media Studies, Creative Writing, Philosophy

SKILLS

Adobe Premiere, Color Grading, Microsoft Suite, Google Workspace, Wide Orbit, Spanish. FAA Part 107 Drone VO Certification.