

# AIMEE ABEL

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(704) 975-6242

*Creative communication specialist experienced in radio, promotional marketing, social media and audio ad production.*

*Confident and decisive team member with excellent attention to detail, interpersonal communication, and problem-solving skills developed in corporate, small business, and non-profit settings.*

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## SKILLS AND QUALIFICATIONS

- Public Speaking
- Client Relationship-Building
- Marketing Strategy Development and Execution
- Promotional Product Design
- Social Media Growth
- Knowledge of FCC Regulations
- Radio Advertising Bureau Certified
- Proficient in Adobe Creative Suite, Final Cut, CorelDRAW, NexGen, Canva, and Hootsuite
- Kellar Radio Talent Institute Graduate
- Google Connect Partnership Attendee

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## EXPERIENCE

### **Anchor**

iHeartMedia, Total Traffic and Weather Network

Feb 2015-Present

- Analyzing traffic data and maintaining local fluency in seven different markets
- Experience personalizing reports for over twenty stations
- Collaboration with producers and air talents both locally and remotely
- Recording and producing promotional spots for our sponsors
- Observing and assisting production, promotions, and programming staff members

### **Talent Liaison**

National Radio Talent System

Oct 2017-Present

- Strengthening connections with broadcasters across the country to gain brand awareness
- Promotion, outreach, and recruitment of university faculty and potential NRTS candidates
- Guiding students through application and registration process to attend talent institutes
- Facilitating internal and external communications; including distribution of e-mails, newsletters, posters, and radio ads.

## **Brand Manager and Event Producer**

Evoke Creative Group

May - September 2017

- Event management accommodating up to 2,000 people
- Logistical management of audiovisual and spatial elements at events
- Attended client meetings to assess marketing needs and develop tailored strategy
- Social media account manager tracking and increasing multi-platform online engagement
- Generating digital content, photography, and videography for online marketing
- Established strategic partnerships for community engagement
- Account Manager for AvidXChange, Microsoft, and Modulex Carolinas

## **Digital Media and Voiceover Freelance**

Sept 2015-Present

- Established LLC to provide communication services on a contract basis
- Recording and production of television, radio and corporate voice-over
- Social media consultation and education
- Creating personalized branding strategies for small business owners in NC, PA, and Europe

## **Promotional Marketing Associate**

CSB Promo

Feb 2014-May 2015

- Generated multifaceted marketing plans involving print, product, and digital advertising
- Engaged with business owners to assess marketing needs
- Designed and adapted graphics for products including business cards, banners, shirts, and more.
- Suggestive sales with product packages
- Facilitated product order and delivery

## **Promotions Intern**

iHeartMedia, Charlotte, NC

June-August 2014

- Assisted with transportation and set-up for events, both remote and in-studio
- Maintained online calendar, event photo albums and social media pages.
- Prepared contest waivers and LiveNation proposals
- Greeted and interacted with contest winners and listeners
- Attended cross-department meetings and proposed on-air promotions

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## **EDUCATION**

Appalachian State University  
*BA, Communication Studies*  
*Minor in Sustainable Development*  
Class of 2014

## **VOLUNTEER EXPERIENCE**

Worldwide Opportunities for Organic  
Farming, Greece  
Habitat for Humanity in Charleston, New  
Orleans, and El Salvador