

# Robert J. A. Abel

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RobertJAAbel.com

## EDUCATION

University of Missouri, Columbia, MO      Bachelor of Journalism      Graduated: May 2013

Pace University, New York, NY      Master of Computer Science      Expected Graduation: May 2019

## EXPERIENCE

**Content Coordinator**, SC Magazine      March 2015 - Present  
New York, NY

- Maintain website and online presence
- Develop social media and digital marketing strategies
- Write stories about cyber security and IT community
- Part of the winning editorial team for five Azbee Awards of Excellence

**General Reporter (Freelance)**, Latin Post      June 2014 – March 2015  
New York, NY

- Write stories based on topics that are trending online
- Practice search engine optimization to attract the greatest number of readers
- Monitor topics of interest in the Latin American community

**Social Media Coordinator (Freelance)**, AirbnbNYC Campaign      July 2014 – February 2015  
New York, NY

- Manage, create and coordinate online content for campaign social channels
- Write stories about Airbnb host and guests experiences in New York City
- Help grow social media following over 20% across all channels

**Data Analyst**, Dataminr      October 2013 - June 2014  
New York, NY

- Conducted analysis of events on social media for perspective clients
- Developed algorithms to find breaking news on twitter in real time
- Remote supervision of international staff

**Sports Reporter and Assistant Producer**, KOMU-TV8 - NBC Affiliate      August 2009 - May 2013  
Columbia, MO

- Filmed, wrote, and edited sports highlights from local college and high school athletics
- Captured and edited video and B-roll for voice-overs and sound-on-tape

**Content Coordinator and Editor**, Newsy.com      June 2012 – December 2012  
Columbia, MO

- Aggregate news content and write scripts for on air personnel
- Edit and produce videos

## SOFTWARE SKILLS

Python, Java, Facebook Insights, Twitter Analytics, Adobe Creative Suite, Final Cut Pro X, Omniture Analytics