

ABBY MURPHY

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1100 SW 8th Ave
Gainesville, FL 32601

Education

University of Florida, Gainesville, FL
Bachelor of Science, Expected Graduation May 2019
Major: Telecommunication-News

Experience

Entertainment MMJ/Anchor/Producer, WUFT – April 2017 - Present

Pitches and produces local entertainment stories for primetime newscast broadcast in 17 North Central Florida counties. Shoots video with ENG and DSLR cameras, writes scripts using ENPS and edits video on Adobe Premiere Pro. Anchors entertainment segment and fills in as main anchor. Anchored live homecoming parade broadcast for an audience of more than 40,000 people.

On-Air Talent/Social Media Editor, 95.3FM GHQ - November 2016 - Present

Co-created and hosts top-40 morning radio show aimed at Gainesville millennials. Presents entertainment news and trending topics around the University of Florida. Hosted GHQ's live Facebook broadcast for Dance Marathon seen by 30,000 unique viewers. Produces and edits multimedia content consistent with GHQ's brand for social media platforms.

On-Air Personality, 103.7 The Gator - October 2018 - Present

Hosts weekend mornings and afternoons for station ranked #1 for New Country in Gainesville, FL. Uses TopicPulse and social media analytics to inform audience about country music news and events happening in Gainesville.

Lifestyle Director, STRIKE Magazine - August 2018 - December 2018

Composed lifestyle content for the first edition of a student-run lifestyle magazine. Delegates photoshoot concepts, stories and blog posts to respective teams.

Video Editing Intern, Elvis Duran and the Morning Show - May 2018 - August 2018

Assisted video producer in filming, editing and publishing visual content for nationally syndicated radio show. Utilized Adobe Premiere Pro and Photoshop. Pitched topics to executive producers. Researched and presented approved stories live on-air with the hosts.

Lifestyle Intern, KXAN - May 2017 - August 2017

Assisted executive producer in writing scripts on iNews, organized on-air guests, line-produced, shot b-roll, helped with field production. Created social media plan utilizing analytics and visual content. Shadowed reporter on PKG shoots. Observed morning newscast and provided production floor assistance during the daytime show.

Skills

Programs: Adobe Premiere Pro, Adobe Audition, Adobe After Effects, Adobe Photoshop, Anvanto, ENPS, KLZ Newsroom, iNews, and WideOrbit.

Professional Social Media Experience: Facebook, Instagram, Twitter, Pinterest, YouTube, Slack, Quip, Social News Desk, TopicPulse, Banjo, WordPress and LinkedIn.
