

# Abigail Chloe Maslanka

acmaslanka@gmail.com | (706)290-3550 | abbymaslanka.com | <https://www.linkedin.com/in/abby-maslanka-4bbb0a29b/>

## EDUCATION

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**University of Georgia** Grady College of Journalism and Mass Communications Athens, GA

*Master of Arts, Integrated Advertising and Public Relations*, May 2027

Cumulative GPA: 3.63

*Bachelor of Arts, Public Relations*, December 2026

Minor, Sports Management

**Cannes Lions Festival of Creativity** w/ the University of Georgia

- Student attendee through a study abroad program
- Networked with industry professionals and gained insights into innovative campaign development adapting to the evolution of Artificial Intelligence
- Earned six credit hours discussing the purpose and effectiveness of campaigns across the globe

## RELEVANT COURSEWORK

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Sports Communication, Sports Marketing, Sports Media & Society, Public Relations Management, Public Relations Communications, Principles of Marketing, Reporting, Graphic Communications

## SKILLS

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Efficient in Adobe InDesign and Photoshop, Microsoft Office, Writing & Editing, Media Relations, Basics of Photography and Videography

## WORK EXPERIENCE

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**UGA Athletics**, *Sports Communications Student Assistant* | Athens, GA August 2025 - Present

- Providing support for the full-time staff in developing and maintaining the media relations program for each varsity sport within our athletics
- Duties include writing press releases, event recaps, assisting with producing media guides and programs, working with media and assisting with content for the official athletics website
- Attend live sporting events, input live stats into our systems and assisting in the set-up of post-game press conferences

**Honeymoon Bakery**, *Retail Sale Associate* | Rome, GA August 2021 - July 2024

- Restocked and organized goods on the sales floor
- Communicated with customers by answering 15+ calls a day and directing them to the appropriate resource, resulting in increased customer satisfaction

## CAMPUS AND COMMUNITY AND INVOLVEMENT

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**UGA Alpha Phi**, *Member, Co-Director of Sisterhoods*

- Raising money and awareness for the Alpha Phi Foundation
- Aiding in the efforts and education for women's heart health through our annual philanthropy events
- Planned and executed events to increase moral and foster relationships within our chapter
- Produced the most amount of sisterhood events within a year in our chapter's history with a \$3,000 budget

**UGA Public Relations Student Society of America**, *Member*

- Engage in professional development, networking and communications workshops to build skills in public relations and strategic communication

**Extra Special People Athens**, *Volunteer*

- Volunteer for meetings and events to assist the special needs members to entertain them and keep them safe
- Assist in setting up their annual charity ball, Big Hearts Gala