

# Abbey Niedermier

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## EDUCATION

### Michigan State University

Major in Advertising Creative - Copywriting

East Lansing, MI

September 2020 - April 2024

## WORK EXPERIENCE

### ShesUnCovered

Lansing, MI

Marketing & Communications Intern (Hybrid)

August 2023 - Present

- Plans and creates engaging social media and website content
- Photographs events and films video content for Instagram and Facebook
- Assists in outreach efforts and creating fundraising/development materials

### Area23 Health, IPG Bold Beginners

New York, NY

Copywriting Intern (Remote)

June - August 2024

- Collaboratively worked with the creative team and other agency departments on a launch drug
- Wrote/revised manuscripts and copy while maintaining QC, correct grammar, and agency processes
- Performed functional skills such as referencing and annotating to meet client MLR standards
- Created and presented a pitch from a client RFP with 13 interns in different roles, from other IPG agencies

### MSU Libraries, Advance-U

East Lansing, MI

Development Intern

May - August 2023

- Designed and authored an endowment guide using Adobe InDesign for internal and external usage
- Crafted impactful content that communicates the objectives and purposes of the MSU Libraries

### H&M

Toledo, OH / East Lansing, MI

Sales Associate

May 2021 - June 2024

- Maintained a clean and organized inventory while guiding customers through the process of finding their ideal styles

### William O'Warner Tax Preparation

Blissfield, MI

Receptionist (Seasonal)

January - March 2020

- Answered calls, recorded messages, and scheduled appointments with clients using an online calendar app
- Checked over and filled in information from W2s and other tax forms using ATX

## EXTRACURRICULAR ACTIVITIES

### Solace, Second Stage Productions

March - April 2024

Scenic/Prop Designer

### March For Our Lives

January 2023 - April 2024

General Member

### Spartan Global Development Fund

Marketing & Communications Director

September 2022 - April 2024

### TEDxMSU

Logistics Director

January - November 2022

## SKILLS

Social media marketing  
Content Creation/Planning  
Copywriting

Photography  
Videography  
Fundraising

## TECHNICAL SKILLS

WordPress  
InDesign  
Premiere Pro

SquareSpace  
Lightroom

Microsoft Office  
Photoshop