

Abigail S. Arnett

(480) 204-3847 | abby@arnettfam.com | [LinkedIn](#) | [Portfolio](#)

EDUCATION

Brigham Young University – School of Fine Arts and Communications

June 2018 – Dec. 2022

Bachelor of Arts in Communications, Public Relations Emphasis

- Major GPA 3.81 | BYU GPA 3.74

SKILLS

- Social listening and research
- Analytics and reporting
- Content writing and creation
- Public speaking
- Muck Rack certified
- WordPress certified

EXPERIENCE

Public Relations Intern

New York, NY

May 2022 – Sept. 2022

City Skyline Realty

- Researched and generated data and reporting on the housing market which influenced marketing decisions
- Monitored internet traffic and used findings to improve company reputation
- Managed online and email listings service to advertise vacant units across 1,000 units
- Wrote and produced internal new hire press releases and external job postings

Research Assistant

Provo, UT

June 2021 – Jan. 2022

BYU Senior Associate Athletic Director/Senior Woman Administrator, Liz Darger

- Organized, managed, transcribed and analyzed qualitative dissertation research data involving women in leadership and higher education
- Collaborated on team that analyzed data via open and axial coding methods to identify themes
- Used identified themes to develop a conceptual model
- Operated NVivo Computer Software to code research data

BYU Athletics: Name, Image, and Likeness Intern

Provo, UT

June 2021 – Oct. 2021

BYU Associate Athletic Director of Communications and Media Strategy, Jon McBride

- Implemented and created newly formed BYU Influencer Hub
- Connected 20+ social media users and influencers throughout the BYU campus community
- Assisted student-athletes to monetize individual brands
- Researched newly formed NCAA NIL parameters under the direction of BYU Athletic Department senior leaders

BYU Cougarettes: President

Provo, UT

April 2019 – April 2021

Four Year Starting Team Member

- Worked as team spokesperson at university and Church of Jesus Christ of Latter-day Saints administrative meetings
- Served as Cougar media contact for interviews and announcements (media links available upon request)
- Created comprehensive communication strategy as an athletic department liaison between coaches and team members
- Conducted and presided at team practices and meetings

NCAA Diversity and Inclusion Specialist

Provo, UT

April 2021 – April 2022

Student-athlete representative

- Attended 2021 NCAA Inclusion Forum as a team representative
- Participated in an anti-racism experience, “A Long Talk: About the Uncomfortable Truth”

GOALS & INTERESTS

- Juris Doctorate: Pursue an interest in NIL legislation & sports via postgraduate studies
- Interests: Spending time with family and friends, traveling, exercising, cooking, music and dance