



# Abby Lachance

✉ [abbylachance19@gmail.com](mailto:abbylachance19@gmail.com)

🌐 [abbylachance.com](http://abbylachance.com)

🌐 [www.linkedin.com/in/abby-lachance2022](https://www.linkedin.com/in/abby-lachance2022)

## PROFILE

A motivated, collaborative, and skilled creative specialist with knowledge in digital content creation who is ready for involvement in the creative communications industry.

## SKILLS

DSLR & Mirrorless Photography

Adobe Photoshop

Adobe Illustrator

Adobe Premiere Pro

Microsoft Office Suite

Social Media Strategy

Project Management

Organization

## CERTIFICATIONS

Content Marketing - HubSpot

Social Media Marketing - HubSpot

## EDUCATION

### MASTER OF ARTS IN INTERACTIVE MEDIA

*Elon University - Elon, NC*

· Phi Kappa Phi Honors

**Program distinctions:**

· Lead Photographer for Project for the Public Good, Dominican Republic

· Master's Thesis: Sport Creative Hub, social media app prototype focusing on user experience design, digital content management

### BACHELOR OF ARTS IN MEDIA ARTS AND DESIGN (JOURNALISM), MINOR IN SPORTS COMMUNICATION

*James Madison University - Harrisonburg, VA*

· Athletics Photographer

· Centennial Scholars Program

## EXPERIENCE

### ATHLETICS PHOTOGRAPHER | JAMES MADISON UNIVERSITY ATHLETICS

*Jan. 2021 - May 2022*

· Captured high-quality photos during pre-game, in-game, and post-game of JMU Sports and athletic events

· Efficiently selected and edited in Adobe Photoshop and added metadata to standard with Photo Mechanic

· Uploaded photo galleries and organized content in detail with Dropbox and Sidearm

### LEAD PHOTOGRAPHER | DOVE YOUTH DEVELOPMENT

*Oct. 2022 - Jan. 2023*

· Captured, selected, edited, and categorized over 7000 photos for client and team using Adobe Lightroom, Adobe Photoshop, and Google Drive.

· Collected all content by team and shared with client. Content was used for redesigned website, promotional and social materials for client

· Created meeting agendas, introduced Trello, collaborated ideas with teammates before, during, and after fly-in

· Assisted video team with audio mixing and color correction, graphics team with post cards, and web development team with placement

· Contributed to the overall promotions of Dove Youth Development

### BLUESTONE CREATIVE ASSOCIATE | BLUESTONE COMMUNICATIONS

*Jan. 2022 - May 2022*

· Produced, designed, and collected high-quality creative content for local business clients in Harrisonburg area and Bluestone Communications, the student-run public relations firm

· Utilized Canva and Trello to ideate, collaborate, and manage creative visions with 10 team members

· Captured stock images and designed a media brand guide for clients