



# Abby Lachance

SPORTS PHOTOGRAPHER

✉ [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

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*

- Student Athletic Photographer
- Centennial Scholars Program

## EXPERIENCE

#### ATHLETICS PHOTOGRAPHER | JAMES MADISON UNIVERSITY ATHLETICS

*Jan. 2021 - May 2022*

- Photographed sporting events pre-game, in-game and post-game during the 2020/2021-2022 season
- Efficiently edited photos in Adobe Photoshop and added metadata to standard with Photo Mechanic
- Uploaded photo galleries and organized content in detail with Dropbox and Sidearm

#### CLIENT & TEAM PHOTOGRAPHER | DOVE YOUTH DEVELOPMENT

*Nov. 2022 - Jan. 2023*

- Captured, edited, selected, and categorized over 7000 photos for client and team using Adobe Lightroom, Adobe Photoshop, and Google Drive. Collected all client content by team and mailed via flash drive. Content was used to redesign new website, promotional and social materials for client
- Created meeting agendas, prepared and collaborated ideas with teammates before, during, and after fly-in
- Assisted the video team with audio mixing, color correction, and transcription with Premiere and YouTube

#### BLUESTONE CREATIVE ASSOCIATE | BLUESTONE COMMUNICATIONS

*Jan. 2022 - May 2022*

- Produced, designed, and collected high quality creative content for small local business clients in Harrisonburg 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