

# ABBY SCHINDEL

## ADDRESS

### HOME

6226 Heathbrook Drive  
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### SCHOOL

1215 30th Street  
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## PHONE

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## EMAIL

### PERSONAL

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### SCHOOL

abby.schindel@drake.edu

Abby Schindel  
1215 30th Street  
Des Moines, IA 50311

February 4th, 2021  
Eric Grundfast and Ben Gislason  
Iowa Wild  
730 3rd Street  
Des Moines, IA 50309

Dear Mr. Grundfast and Mr. Gislason,

Please accept my application for Media and Communications Intern, a position that requires drive, work ethic and dedication to push media efforts to a new level. I started my journalism career on my high school's newspaper and the Minnetonka VANTAGE program, which is a work study course where I effectively communicated with professionals to develop project ideas and to create professional videos. I am now at Drake University studying Digital Media Production and Advertising. I am continuing to build on the foundation established in high school. My previous experience and rigorous courses prove that I am not only capable, but I am uniquely qualified for this job.

As the Social Media Specialist for Drake University's Student Alumni Association, I am proficient at using media platforms to both promote and market events to alumni and a broader audience. Through my involvement on my high school's newspaper and the Drake Magazine, I have improved my writing skills and have a deep understanding of AP style writing. I also managed staff writers and assisted them on writing an effective story for print and digital media. My creative talents as well as my demonstrated abilities to work with a variety of people under pressure and under strict deadlines will help me succeed in this position. Through video production courses in high school and college, I have created a wide range of videos, including news reports, highlight reels, and advertisements used for promotional and entertainment purposes.

I have grown up watching Wild Hockey and it is my favorite sport to watch with my family. I've enjoyed seeing players like Joel Ericksson Ek and Jordan Greenway succeed within the Wild organization. I couldn't be more excited to have the opportunity to start my career in media and communications with an organization I have grown up loving and cheering for.

Thank you for your time and consideration. I believe I am the best option for this position because I love what I do, and I am dedicated to it. I am driven, hardworking and attentive. I welcome the opportunity to speak with you about the position and my qualifications. Samples from my portfolio are included.

Sincerely,  
Abby Schindel

*Abby Schindel*

# ABBY SCHINDEL

## PROFILE

Highly organized with strong verbal and written communication, interpersonal relations, and management. With a creative mindset; project ideas and strategies come naturally. Proven to stay calm under pressure and deadlines. A passion for storytelling and driven by creative, fast-paced, and innovative environments.

## SKILLS AND ABILITIES

- Organizational Skills
- Communication
- Leading and Management
- Creative Nature
- Collaborative
- Final Cut Pro
- Adobe Software
- Self Motivated
- Resourceful
- Attentive

## ACHIEVEMENTS

- 3.70 GPA
- Dean's List Student
- Drake Presidential Scholarship Recipient
- Minnetonka Vocal Support Scholarship Recipient
- Academic Lettering Recipient

## LET'S KEEP IN TOUCH

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## EDUCATION HISTORY

### DRAKE UNIVERSITY - CLASS OF 2023

#### **Digital Media Production and Advertising | Major**

Relevant Coursework: Video Production, Reporting and Writing Principles, Multi Media Lab, Video for Journalists, Web Page Design, Advertising Principles, Visual Communications, Digital Audio Writing

#### **Business Studies | Minor**

Relevant Coursework: Intro To Financial Accounting, Microeconomics, Macroeconomics, Organizational Behavior

#### **Leadership | Concentration**

Relevant Coursework: Foundations of Leadership, Leadership: Theory to Practice

### MINNETONKA HIGH SCHOOL

#### **VANTAGE Digital Journalism Program | 2018-2019**

Through experiential learning, VANTAGE provided a unique opportunity to create professional grade videos for local companies. The course highlights mentorship, professionalism and effectively communicating ideas with professionals and business owners.

## RELEVANT EXPERIENCE

### STUDENT ALUMNI ASSOCIATION | SOCIAL MEDIA SPECIALIST

#### **Des Moines, IA | Present**

Utilized different medias platforms to engage audiences, promote events and get people involved. Assisted the Creative Director with content creation and concepts for social media accounts to promote and engage users.

### DRAKE MAGAZINE | ONLINE ASSISTANT EDITOR

#### **Des Moines, IA | 2019 - 2020**

Assisted Executive Editor on story edits for online articles. This award winning publication covers a wide variety of topics aimed at, but not restricted to, college-aged students.

### I LOVE PHOTOGRAPHY, LLC | COMMUNICATIONS DIRECTOR

#### **Hopkins, MN | Feb-May 2019**

Created a promotional video for I Love Photography to reach new audiences and highlight the strategic vision of the company. Collaborated with the business owner to develop themes and concepts for the video.

### NORTH AMERICAN POND HOCKEY CHAMPIONSHIP

#### **Minnetonka, MN | Jan 2019**

Created a promotional video and highlight reel to attract sponsors and promote the charitable aspect of the tournament. Assisted in filming video of hockey games and other events to immerse the audience in the tournament experience.

## OTHER WORK EXPERIENCE

### EXPLORER'S CLUB

#### **Excelsior Elementary School, MN | 2017 - Present**

Explorer's Club is an after school program across the Minnetonka school district Elementary Schools. Engaged with kids through games, homework and social interactions. Provided protection, along with building a relationship with the students and their parents. Was a part of the staff when Excelsior Elementary School became accredited by the NAEYC in 2018.

# REFERENCES

## **LAKSHMI TIRUMALA**

**DRAKE UNIVERSITY - PROFESSOR**

lakshmi.tirumala@drake.edu

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2507 University Ave Des Moines, IA 50311

## **CHEYANN NEADES**

**DRAKE MAGAZINE - EXECUTIVE ONLINE DIRECTOR**

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## **MARY HEDSTROM**

**MINNETONKA VANTAGE TEACHER**

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## **LISA WERMERSKIRCHEN**

**EXPLORE'S CLUB - SITE SUPERVISOR**

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