

ABBY BENTIVOGLIO

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EDUCATION

Indiana University, Media School - Bloomington, IN

Bachelor of Science in Media

Major: Media, Creative Advertising track

May 2027

GPA: 3.47/4.00

ACTIVITIES

Media School Alumni-Student Mentorship - Indiana University, IN

Sept 2025 - Present

Student Mentee

- Meet virtually with mentor biweekly to converse about topics including portfolio creation, industry norms, and career goals
- Attended on-site product shoot in Chicago, IL

Ad Club @ IU - Indiana University, Bloomington, IN

Sept 2023 – May 2024

Member

- Attended bi-weekly meetings and collaborated with other members on projects
- Attended and connected with guest speakers
- Learned about industry norms and expectations

EXPERIENCE

Indian University Panhellenic Association – Indiana University, IN

Jan 2026 – Jan 2027

Vice President of Communications

- Manage all social media accounts in addition to creating and updating the Panhellenic website
- Delegated to conduct weekly gavel meetings with Panhellenic delegates and weekly meetings with the Panhellenic Executive Board
- Design merchandise for the Panhellenic community, as well as Recruitment

Sigma Kappa – Indiana University, Bloomington, IN

Sept 2024 - Dec 2025

Director of Marketing

- Managed all social media accounts; created and implemented all marketing campaigns
- Communicated with executive board and various officers on projects and expectations
- Lead committee through creative initiatives
- 84.7% increase in profile activity from May 2025- August 2025; averages 200-350k dashboard views monthly
- Experience with running Meta ads on social platforms

Epic Blue Tours – La Jolla, California; Remote

May 2025 – Sept 2025

Marketing Intern

- Managed social media accounts, utilizing brand voice and creating copy
- Rebranded company with voice, name, and initiatives

Indiana Daily Student – Indiana University, Bloomington, IN

Aug 2023 – May 2024

TikTok Producer

- Worked in a fast-paced environment, planning and creating videos on short deadlines
- Collaborated with various desks to promote stories on TikTok
- Re-aligned visual brand with ideal consumer

CERTIFICATES

Social and Behavioral Researchers – CITI Program

Sept 2024 – Sept 2029

SKILLS/INTERESTS

Leader * Ambitious* Creative* Copywriting* Brand Management*