

# Abigail Bentivoglio

## Junior Copywriter

Hi there! I'm Abby, a student, leader, and a creative. I'm passionate about advertising and always put my best foot forward in *everything* that I do. Go Hoosiers!

## CONTACT

[abbybentivoglio.org](http://abbybentivoglio.org)

[LinkedIn](#)

abentivo@iu.edu

317.219.8193

## EDUCATION

**Indiana University**

Bloomington | Spring 2027

**B.S Media Advertising**, creative track

**Minor**, creative writing

## CERTIFICATES

**GenAI 101 Certified**

**Indiana University**

**Microcredential, AI Academy**

Feb 2027

**Social and Behavioral**

**Researchers**

**CITI Program**, Sept 2024 -

Sept 2027

**Lifeguard + First Aid, Red**

**Cross**

May 2024-2026

## SKILLS + INTERESTS

Formula 1

Adobe Creative Suite

Hiking

Content Creation

## EXPERIENCE

### Panhellenic Association at Indiana University

#### Vice President of Communications

January 2026 - Present

- Lead multi-channel communications strategy across web, social, and newsletters to elevate Panhellenic's brand presence
- Managed content strategy and creative direction for Instagram (10.8k followers, feb 2026) and TikTok; supervised and coached social media teams
- Serving as a community liaison to strengthen brand relationships and audience engagement

### Sigma Kappa, Indiana University

#### Director of Marketing

September 2024 - December 2025

- Led all social media strategy and marketing campaigns; collaborated with executive board and officers to execute creative initiatives
- Drove an 84.7% increase in profile activity (May-Aug 2025) with 200K-350K monthly dashboard views
- Managed Meta ad campaigns across social platforms and optimized performance

### Epic Blue Tours, Remote

#### Marketing Intern

May 2025 - September 2025

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

### Indiana Daily Student

#### TikTok Producer

August 2023 - May 2024

- 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

## ACTIVITIES & CLUBS

### Media School Alumni-Student Mentorship | 2025 - Present

- Attended on-site product shoot in Chicago, IL

### Sigma Kappa, Tau Chapter |

2023 - Present

### Ad Club @ IU, member | 2023 -Present

- Selected to attend annual Leadership Development trip in Chicago, IL. Itinerary included: agency tours & admission to CAF Career Day