

JEANETTE ABRAHAMSEN

JeanetteAbrahamsen@gmail.com

813-838-7333

EXPERIENCE

Faculty Innovation Fellow / Web and Social Media Manager / Instructor

University of South Florida Tampa, FL

8/15-present

- Train faculty to advance technological innovation in online teaching.
- Taught 1,237 hours of live in-person training and 400 hours of live online training.
- Courses won five Telly Awards in 2021, one Emmy nomination in 2021, five TBABJ awards in 2018 and 2020.
- Maintain 4.9 out of 5 student evaluation of instructor rating, which is the highest rating in the department.
- Use strategic instructional design principles to create online courses on Canvas LMS using Articulate Storyline, Adobe Creative Cloud, Microsoft Teams, Box and Panopto.
- Design and measure online course modules, learning objectives, assignments and quizzes to assess learning.
- Oversee training and instruction for the Zimmerman School of Advertising and Mass Communications at WUSF-TV studios and online.
- Taught 31 classes about TV production, multimedia storytelling, videography, video editing, graphic design, wire-framing, storyboarding, writing and web design.
- Redesigned courses with emerging technology to teach students how to produce daily TV news content remotely for air on Tampa's PBS station in America's 13th largest TV market.
- Increase student access to technology as the co-chair of the USF Enabling Technology Committee.
- Created instructional multimedia content on WordPress to improve online and mobile education.
- Created style guide and increased engagement as the Zimmerman School website and social media manager.
- Redesigned student journalism website to improve visibility and credibility for student stories.

Virtual Tour Producer

University of South Florida Tampa, FL

6/18-5/19

- Produced 360-degree photo shoots and videos to showcase USF colleges on VR campus tour.
- Edited VR photos and videos with Adobe Lightroom, Photoshop, Premiere Pro for YouVisit virtual tour platform.
- Strategized with USF college leaders to craft messaging and visuals for virtual tour.

News Producer

WFLA NBC 8 Tampa, FL

11/13-11/16

- Developed, launched and oversaw five new newscasts on traditional and virtual sets in America's 11th largest TV market for Tampa's NBC station.
- Trained producers to write conversational and impactful news scripts.
- Trained producers to strategically craft TV shows to increase Nielsen ratings.
- Worked with graphic design team to create compelling visuals to enhance storytelling.
- Interviewed subject matter experts and helped them concisely and clearly communicate complex information.
- Assigned videographers and directed video editors.
- Worked closely with director to lead live breaking news coverage.
- Enhanced workflow with promotions department and enabled team to drive ratings by working ahead to discover compelling stories earlier in the editorial process.

Assistant News Director

San Diego Union-Tribune U-T TV San Diego, CA

5/12-10/13

- Managed team of executive producers, content creators, engineers, producers and social media managers in America's 28th largest TV market that won five Emmy Awards.
- Trained 125 print and digital journalists on broadcast and social platforms.
- Analyzed qualitative data from focus groups to improve content creation and distribution.
- Analyzed quantitative data from Nielsen ratings to hone company's communication strategies.
- Launched TV station from the ground up as U-T TV's first executive producer.
- Hired team of 65 that included managers, talent, producing staff, and production crew.

- Led build of state-of-the-art digital TV facility and live streaming platform.
- Created and oversaw a \$5.5 million budget.

News Producer

KGTV ABC 10 San Diego, CA.

9/09-3/12

- Won an Emmy Award for my work as an assignment editor.
- Line produced live morning and midday newscasts.
- Published AP-style web stories and photos on 10news.com.

CERTIFICATIONS & TRAININGS

- Articulate 360: Interactive Learning 2021
- Articulate Storyline Essential Training 2021
- CITI Social and Behavioral Responsible Conduct of Research 2021.
- Hootsuite Platform Certification 2020.
- Mobile Journalism Certification earned at the Knight Center for Journalism 2019.
- Online Instructor Certification earned at the University of South Florida 2017.
- Camtasia Instructor Certification earned at the University of South Florida 2017.

PRESENTATIONS

- Presented paper at 2021 Association for Educational Communications & Technology Summer Research Symposium titled, "Forged In Fire: A Case Study of How the Class Of COVID-19 Empowered Unheard Communities in the Fight for Social Justice."
- Presented keynote address at Mobile Movie Days MOJO conference in the Netherlands, Oct. 2019 about how mobile journalism is exposing injustices, breaking stereotypes and making a positive impact in our communities.
- Featured on panel to discuss how to use innovative technology to fight fake news and misinformation at the Mobile Movie Days MOJO conference in the Netherlands, Oct. 2019.
- Presented session about producing student TV news broadcasts during a pandemic at the National High School Journalism Convention Nov. 2020.
- Prepared and led mobile video and selfie journalism workshop at the Florida College System Publications Association Conference in Tampa, Nov. 2019.
- Taught mobile storytelling workshop at the Florida College System Publications Association Conference in Tampa, Jan. 2019.

EDUCATION

PhD in Curriculum and Instruction in Instructional Technology at the University of South Florida	2020-present
Master of Arts in Digital Journalism & Design at the University of South Florida St. Petersburg	2014-2015
Bachelor of Arts and Sciences in Broadcast News at the University of South Florida Tampa	2005-2010

SKILLS

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| • Instructional design | • Student assessment | • eLearning |
| • Curriculum development | • Multi-camera production | • Multimedia storytelling |
| • Adobe Premiere Pro | • Mobile storytelling | • Video editing |
| • Adobe Audition | • Studio production | • Emerging technology |
| • Adobe Photoshop | • Videography | • Public speaking |
| • Canvas LMS | • Social media (Facebook, Instagram, Twitter, LinkedIn, Snapchat) | • Remote workplace communication |
| • Canva graphic design | • Panopto | • Box CMS |
| • WordPress website design | | • Copy writing and editing |
| • Script writing | | |