

JEANETTE ABRAHAMSEN

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EXPERIENCE

SPARXiQ – Remote

Senior Director, P2Pro and Content 2023-present

Director, Empower Instructional Design & Content Strategy 2022-2023

- Lead initiative to produce crowdsourced and vendor content for the Empower IB2B hub to drive knowledge transfer.
- Shoot and edit video content with instructional design and adult learning principles.
- Edited five-part 2.5-hour educational web series about virtual selling and communication technology with Adobe Premiere Pro and After Effects.
- Produced and edited tech tips video campaign that teaches professionals how to leverage technology to improve remote workplace communication.
- Support sales effectiveness across industrial manufacturer and distributor clients.
- Collaborate with SPARXiQ Studios team to create training and promotional videos.
- Create strategies to incorporate emerging technologies and leverage AI for training and communication.
- Support marketing initiatives with digital media production, webinar and conference presentations.
- Produced and edited video campaign to promote new artificial intelligence app, Amicus Brain.
- Created wireframe, UX and UI prototype for new app using Adobe XD.
- Videos I produced and edited were recognized with the following awards:
 - 2023 Telly Award Gold Corporate Image: L&H 90-sec promo
 - 2023 Telly Award Gold Craft Directing: L&H 75th Anniversary video
 - 2023 Telly Award Silver Educational Training: Tech Tips videos
 - 2023 Telly Award Silver Corporate Image: L&H 30-sec promo
 - 2023 Telly Award Silver Craft Cinematography: L&H 75th Anniversary Video
 - 2023 Telly Award Silver Online Commercial: Virtual Selling promo
 - 2023 Telly Award Silver Corporate Image: Breaking the Mold reel
 - 2023 Telly Award Bronze Remote Production: Virtual Selling Series
 - 2023 Telly Award People's Bronze Telly Branded Content: Virtual Selling Series
 - 2023 Telly Award People's Bronze Telly Online Commercial: Breaking the Mold

University of South Florida Tampa, FL - Remote

Digital and Video Production Instructor 2019-2022

Digital Journalism Visiting Instructor 2017-2019

Broadcast News Adjunct Instructor 2015-2017

- Received the 2020-2021 Outstanding Undergraduate Teaching Award, which recognizes excellence and innovation in teaching and learning experience design.
- Taught 38 classes about TV production, digital media, storytelling, videography, video editing, writing, social media, and web design totaling 1,237 hours of live in-person training and 550 hours of live online training.
- Oversaw \$1.8 million renovation at WUSF-TV studios for the Zimmerman School of Advertising and Mass Communications as part of a partnership with USF's instructional design team.
- Served on several hiring committees for the Zimmerman School and Provost Office.
- Worked with chief technology officer, engineering manager and product managers as co-chair of Enabling Technology and Digital Communities Committees to lead high-level content strategy for adult education.
- Designed and created interactive learning experiences using 360-degree media, AR, and VR.
- Created style guide and increased engagement as the Zimmerman School website and social media manager.
- Maintained 4.9 out of 5 student evaluation of instructor rating, which was the highest rating in the school.
- Courses I designed, developed, and taught were recognized with the following awards:
 - 2022 National Academy of Television Arts and Sciences Suncoast Student Production Award for TV show about Trayvon Martin's legacy.
 - 2021 Telly Award and Emmy nomination for TV show about how VR and AR will save education.
 - 2021 Telly Award for TV show about voter suppression in 2020 election.
 - 2021 Telly Award for TV show about Florida re-opening during the pandemic.
 - 2021 Telly Award for TV show about the pandemic's impact on small businesses.
 - 2021 Telly Award for TV show about racial disparities in COVID-19 healthcare.

- 2020 Tampa Bay Association of Black Journalists Best Online Story Award for video about Sarasota's first Black mayor.
- 2020 Tampa Bay Association of Black Journalists awarded thousands of dollars in scholarships to students of color for the social justice series I oversaw that aired on Tampa's PBS TV station.
- 2018 Tampa Bay Association of Black Journalists First Place Radio Feature Award for "Telling Tampa Bay Stories" series that celebrates diversity and inclusion.

Hashtag Our Stories Tampa, FL – Freelance Remote

Mobile Journalist 2019

- Produced video stories at global solutions journalism company that got millions of views on Snapchat.
- Created employee development programs to improve remote training and onboarding of hires and interns.
- Used Slack to communicate with international team of designers, video editors, writers, and managers.

University of South Florida Tampa, FL – Freelance Remote

Virtual Tour Producer 2018-2019

- Produced 360-degree photo shoots and videos to showcase USF colleges on VR campus tours.
- Edited VR photos and videos with Adobe Lightroom, Photoshop, Premiere Pro for YouVisit virtual tour platform.
- Strategized with stakeholders and subject matter experts in person and remotely to craft messaging and visuals.

WFLA NBC 8 Tampa, FL

News Producer 2013-2016

- 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.

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

Assistant News Director 2013

- 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.
- Created and oversaw a \$5.5 million budget.
- Managed commercial production.
- Promoted to Assistant News Director for exceeding goals.

Executive Producer 2012

- Launched TV station from the ground up as U-T TV's first executive producer.
- Led build of state-of-the-art digital TV facility and live streaming platform.
- Hired team of 65 that included managers, talent, producing staff, and production crew.
- Created 13 new TV shows including real estate, business, news, entertainment, lifestyle and sports.

KGTV ABC 10 San Diego, CA

News Producer 2009-2012

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

Museum of Science and Industry Tampa, FL

Videographer 2009

- Documented and analyzed how children interact with museum exhibits to strategize ways to enhance learning in engaging environments.
- Researched how multimedia impacts early childhood development.

WEDU PBS Tampa, FL

Production Assistant 2007-2008

- Assisted in the production of live and pre-taped TV shows and commercial production as a videographer, lighting/set designer, and grip.
- Assisted in the production of "Meet the Press" and "Washington Week."

EDUCATION

PhD in Curriculum and Instruction in Instructional Technology at the University of South Florida 2020-2023

Master of Arts in Digital Journalism & Design at the University of South Florida St. Petersburg 2014-2015

Bachelor of Arts in Broadcast News at the University of South Florida Tampa 2005-2010

CERTIFICATIONS

- 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

SKILLS

- Instructional design, learning experience design, instructor led training ILT, learning and development L&D
- Adult learning theory and instructional design strategies for performance-based outcomes
- Remote communication: Slack, Google Suite, Microsoft Suite, Discord, Box, Skype, Zoom, Teams
- Leadership: organization development, recruiting, hiring, training, mentoring, group facilitation
- Program management: managing details, collaborating with stakeholders, delivering projects on deadline
- Strategic communication, influencing senior leaders/stakeholders
- Strong verbal, written and interpersonal communication
- Cloud file management, content management systems, media workflow and management
- Presenting, lecturing, public speaking
- eLearning authoring with Articulate 360: Storyline 360 and Rise 360
- Video editing with Adobe Premiere Pro
- Web design and development with WordPress and basic HTML and CSS
- Learning management system Canvas
- Writing: AP-Style, APA, broadcast, script, copy

PRESENTATIONS

- Research paper, "Creating Immersive Online Learning Experiences with 360-Degree Gameplay" presented at 2023 AECT International Convention, in Orlando.
- Presented research paper at 2023 International Symposium on Education titled, "A systematic literature review of VR devices and their potential to promote learning in higher education" in South Korea.
- Produced and edited video presentations for AI app, Amicus Brain, at CES (Consumer Electronic Show) in Las Vegas 2023.
- Presented research paper at 2022 Association for Educational Communications & Technology International Convention titled, "Tools to Create Interactive Digital Communities as our World Embraces Virtual Learning."
- Invited to speak about emerging technology and video games in advertising for the "International Perspectives of Media Studies Experts" lecture series at Masaryk University in the Czech Republic in 2021.
- Presented "The Loneliness Lesson: What the Pandemic Taught Teachers About Fostering Digital Communities with Interactive E-Books" at 2021 Association for Educational Communications & Technology conference.
- 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 storytelling workshop at the Florida College System Publications Association Conference in Jan. 2019.

RESEARCH PUBLICATIONS

- 2023 – Book title: “Educational Communications and Technology: Issues and Innovations.” Chapter title: “Forged in Fire: A Case Study of How the Class Of COVID-19 Empowered Unheard Communities in the Fight for Social Justice.” Publisher: Springer in collaboration with the Association for Educational Communications and Technology (AECT).
- 2022 – Research paper title: “Tools to Create Interactive Digital Learning Communities as our World Embraces Virtual Learning.” Published in Association for Educational Communications and Technology (AECT) proceedings.

GOVERNANCE

- Telly Council and Judging Panel for The Telly Awards 2023
- Telly Council and Judging Panel for The Telly Awards 2022
- Academy of Television Arts & Sciences Judge of Student Emmy Production Awards 2021
- Chair of University of South Florida Digital Network Committee 2017-2022
- Co-chair of University of South Florida Enabling Technology Committee 2020-2022
- University of South Florida Digital Communities Task Force 2020-2022
- USF Zimmerman School Scholarship Award Committee 2019-2022
- USF Zimmerman School Social Media Committee 2019-2022
- USF Zimmerman School Executive Committee 2021
- USF Zimmerman School Undergraduate Committee 2020