

# BIANCA GENEVIE ABELLO

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## EDUCATION

### University of Oregon

Spring 2025 Graduation

B.A. Public Relations

Minor: Sports Business

## EXTRACURRICULARS

Oregon Athletic Bands

### September 2021 - Present

PR Chair; Color Guard

Member

Public Relations Student

Society of America

### January 2023 - Present

Club Member

## SKILLS

Languages

Tagalog: Bilingual

Spanish: Classroom

Programs

Microsoft Office Suite

Google Suite

Canva

MuckRack

Adobe Premiere Pro

Adobe Lightroom

## RELEVANT COURSEWORK

Strategic Writing & Media

Relations

- Press Releases
- Media Lists
- Press Kits

Strategic Comms.

Research Methods

- Qualtrics Surveys

Principles of PR

- PR Newswire

## EXPERIENCE

### Public Relations Chair

Oregon Athletic Bands Council | May 2023 - Present

- Directs the media and outreach of the Oregon Marching Band and Color Guard, including social media pages on Instagram, Facebook, and TikTok
- Utilizes Canva and Adobe Premiere Pro to produce photo and video for OMB appearances and events
- Leads a small committee to create gameday content
- Maintains an active social media presence to reach prospective members
- Coordinates surplus sale including inventory organization and promotions alongside band staff

### Student Operations and Administrative Resources Team

Student Orientation Programs | September 2022 - Present

- Assists with managing Student Orientation and Visits Programs emails, phone calls, and online messages in a fast-paced environment including sensitive information
- Provides guest support within the Student Welcome Center
- Supports all logistics and operations for Orientation and Visits events including IntroDUCKtion and Duck Days
- Maintains a current knowledge of the department's functions, policies, and procedures

### Student Orientation Staff

Student Orientation Programs | April 2022 – September 2022

- Introduced new students and their families to the resources enabling a smooth transition to the university
- Facilitated an identity-based workshop for about 350 students alongside a professional staff member
- Led group discussions with about 25 students per session
- Communicated professionally with students and their families about the university

### Ambassador

The Duck Store | April 2023 – July 2023

- Participated in photo and video sessions to feature on TDS posters, digital ads, social, and website
- Promoted TDS sales and content on personal platforms
- Collaborated with TDS staff and peers to create engaging content for Instagram and TikTok