

VICTORIA ABANSADO

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PROFESSIONAL EXPERIENCE

Social Media Marketing Lead (Contract) | INPoint **Orange County, CA** (Remote) | April 2026 – August 2026

- Wrote social media copy for company [LinkedIn](#) page that aligned with brand voice and highlighted company services; conducted thorough background research and compiled info provided by CEO for 20+ posts
- Designed [social media graphics](#) on Canva that matched company branding to accompany LinkedIn posts
- Executed a tailored social media strategy by reporting weekly LinkedIn analytics and adjusting content according to engagement, resulting in a 20% increase of LinkedIn followers in 4 months

Social Media Manager | Reza Safarnejad for Governor 2026 **Los Angeles, CA** (Remote) | May 2026 – June 2026

- Created short-form social media ‘clips’ out of long-form interviews and podcast episodes to optimize engagement on all campaign profiles (Instagram, Facebook, and X)
- Increased Instagram profile activity by 71% in one month by uploading daily and improving content through video hooks, thumbnails, and in-video captions
- Maintained clear and consistent communication with candidate to ensure campaign vision was executed and personal goals were met

Marketing Intern | Our Lady of La Vang Foundation **Garden Grove, CA** | July 2024 – January 2025

- Produced written content, data visualizations, and conducted community interviews for the Annual Giving Report
- Wrote social media captions for Instagram, LinkedIn, and Facebook that aligned with foundation’s mission
- Represented foundation at community events, engaging with attendees to build donor relationships

Creative Writing & Digital Media Intern | YouPress **London, UK** | November 2023 – December 2023

- Created short-form video content for [Instagram](#) and TikTok to increase audience engagement on social media
- Produced, filmed, and edited long-form videos for company YouTube channel; outreached to 5+ influential public figures in London and conducted 3 on-camera interviews

Video Director & News Video Coordinator | Los Angeles Loyolan **Los Angeles, CA** | February 2022 – May 2023

- Managed an 8-person team of interns conducting weekly meetings, creating posting schedules, and pitching new ideas to staff, serving as the primary point of contact between team members and supervisors
- Assisted in launching the LA Loyolan TikTok by creating ‘social cuts’ of horizontal videos and hosting [creative short-form content](#), generating over 55K views in the first 7 months
- Facilitated the creative production of 60+ videos, giving feedback and edits to team members before publishing on YouTube and website; content included [‘man-on-the-street’ interviews](#), [entertainment](#), and [educational](#) videos

PROJECT EXPERIENCE

“[Grief Comes in Waves](#)” Documentary | Journalism Capstone **January 2025 – May 2025**

- Interviewed 3 women about their experience with grief at a young age and how they use creative outlets to cope
- Produced, filmed, and edited this project from beginning to end; process included creating a pitch deck, treatment, camera set-ups, interview questions, written voiceover, and transcribed script

SKILLS AND AWARDS

Skills: Adobe Premiere Pro, Hindenburg Pro, Microsoft Office, Google Workspace, Canva, CapCut

Awards: 3rd Place for CMA 2023 Pinnacle Award for Best Video Entertainment Program: “[Who’s Lion: Guess the fake couple](#)” | Honorable Mention for ACP 2022 Broadcast News Story of the Year: “[A Conversation with LMU Dining Team Members on Dining Hall Complaints](#)”

EDUCATION

Loyola Marymount University
B.A. in Journalism | Minor in English

May 2025