

ABBEY CAMPBELL

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PROFESSIONAL SUMMARY

Communications professional specializing in digital storytelling, social media strategy, and visual content creation within academic and research environments. Experienced in translating complex scientific and institutional work into engaging, audience-focused content across platforms. Brings expertise in photography, digital asset management, multimedia systems, and cross-functional collaboration, with a proven ability to grow audiences and manage large-scale content ecosystems.

EDUCATION

Master of Library & Information Science (MLIS)

Southern Connecticut State University | Expected 2026

Concentration: Digital Information Management (DIM)

Bachelor of Arts (Honors)

University of Connecticut | 2018

Psychological Sciences & English

PROFESSIONAL EXPERIENCE

Photo Editor & Digital Content Producer

Yale School of Medicine / Yale Medicine | Aug 2022 – Present

- Support lead photographer while driving on-set creative execution, including shot composition, framing, and visual direction across clinical, research, and academic environments
- Perform advanced post-production and image refinement, delivering high-quality, publication-ready visuals for web, print, and social media
- Initiate and coordinate photoshoots in collaboration with editorial and communications teams, aligning visual coverage with institutional storytelling needs
- Serve as a key point of contact for stakeholders, troubleshooting logistics, managing expectations, and ensuring smooth production workflows
- Administer and maintain a 95K+ asset digital asset management system, overseeing metadata, organization, and long-term accessibility
- Curate and deliver image selections for social media, editorial features, and institutional communications
- Collaborate with and support freelance photographers, helping ensure consistency in quality, style, and delivery standards

Founder & Social Media Manager

Independent Book Brand (17K+ Audience) | 2024 – Present

- Built and manage a 17K+ follower platform, developing and executing a multi-platform content strategy
- Create and publish graphics, copy, and campaigns aligned with a defined brand voice and visual identity
- Developed a comprehensive style guide and scalable content system
- Collaborate with publishers and authors on marketing campaigns, cover reveals, and audience engagement initiatives
- Monitor engagement trends and optimize content performance

Freelance Photographer & Content Creator

Abbey's Lens | May 2018 – Present

- Produce photography and visual content for events, portraiture, and branded campaigns
- Design marketing and communications materials tailored to audience and platform
- Manage client relationships, timelines, and deliverables in deadline-driven environments
- Produce and maintain website through Wordpress CMS

SELECT HIGHLIGHTS

- Photographed and collaborate with academic and public figures including Dr. Khalilah Brown-Dean
- Metadata intern, Library of Congress
- Experience supporting communications across clinical, academic, and research environments

SKILLS

Communications & Strategy: Social media management, content strategy, editorial storytelling, audience engagement

Visual & Creative: Photography, Adobe Creative Suite (Photoshop, Lightroom, InDesign)

Digital Systems: Digital asset management (DAM), metadata strategy, content organization

Professional: Cross-functional collaboration, stakeholder communication, project management