Abby Littman

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LinkedIn | Professional Portfolio

Education

State University of New York at New Paltz — New Paltz, NY
B.A., Media Studies, Minor in Communication, Summa Cum Laude — Grad. May 2026

- Broadcast Education Association member
- Lambda Pi Eta Honor Society member

Relevant Coursework:
SUNY New Paltz (2024-2026): Media Ethics; Media Industries; Media & Diversity; Media Research Methods; Digital Storytelling, Media and Popular Culture; Org. Comm.
Fordham University (2022-2024): Rock Revolution in the Media; Comm. & Culture: History, Theories, and Methods; Film and Digital Photography; Persuasion and Public Opinion; Media Logistics; History of Advertising

Experience

88.7 WFNP — New Paltz, NY
Programming Director/Vice President — Aug 2025 – May 2026

- **Managed programming schedules** for diverse radio shows and events
- **Oversaw the training of 50+ new on-air DJs** on programming protocols and station policies
- **Facilitated weekly team meetings** to discuss show performance and feedback
- **Ensured staff compliance with broadcasting regulations** and standards consistently
- **Served on radio Executive Board** and hosted weekly radio show

iHeart Media — Poughkeepsie, NY
Promotions Assistant — Feb 2026- May 2026

- **Executed promotional activations** and supported live broadcast setups at events across the Hudson Valley
- **Represented brand on-site**, engaging audiences and increasing listener and community engagement
- **Coordinated contest operations**, including prize inventory, fulfillment, and compliance documentation
- **Delivered positive audience experiences** through direct interaction and brand promotion

Radio Woodstock 100.1 WDST & Mountain Jam Festival — West Hurley, NY
Marketing and Promotions Intern — Jan 2025 – Dec 2025

- **Collaborated on marketing campaigns**, enhancing awareness for local and large-scale concerts, advertising clients, and music discovery
- **Facilitated 30+ remote radio broadcasts** for the street team, helping to maintain relationships with sponsors
- **Assisted with live event programming**, ensuring smooth execution and teamwork
- **Designed graphics** for social media and print, boosting materials and attendance
- **Updated website** for current trends, improving user experience and site traffic
- **Coordinated** with members, artists, and venues for ticket giveaways

Dayglo Presents — Woodstock, NY
Bearsville Theater Marketing Intern — Sept 2025 – Dec 2025

- **Assisted in developing marketing materials** for music and event promotions
- **Conducted market research** to identify trends and customer preferences
- **Created and executed social media strategies** to increase customer engagement
- **Researched** competitors' marketing strategies and tactics
- **Supported staff** by performing necessary duties in preparation for and during live events

The Falcon — Marlboro, NY
Venue Marketing & Social Media Rep — July 2024- Feb 2025

- **Scheduled and managed posts**, boosting engagement for a live music venue
- **Designed graphics for diverse audiences**, enhancing artist and venue visibility
- **Collaborated with event coordinators** for seamless marketing execution
- **Increased audience engagement** through strategic social media campaigns

Core Competencies

Technical: Proficient in Photoshop, Premiere, Canva, Meta Business, Microsoft Office and Google Suites
Skills: Media and Event Programming, Booking Operations, Broadcast and Venue Marketing and Promotions, Community Engagement, Live Event Operations, Audience Development, Public Relations, Artist Relations, Market Research, Media Production, Project Management, Customer Service.