

ABBY WALKER

Director of Production & Creative Media Strategist

Video Production | Content Creation | Photography | Social Media Strategy | Live Production
Chattanooga, TN | walker.abby20@gmail.com | 423-802-3164 | abbywalkermedia.net

PROFESSIONAL SUMMARY

Creative Media Strategist and Director of Production with 8 years of experience leading media production at every level, from high impact digital content in video, photography, graphic design and social media strategy to live streaming and broadcast production on a variety of platforms. Experienced project manager who plans, shoots, edits and delivers content across platforms while keeping a consistent brand identity. Led 600+ live streamed events on ESPN+ and manages a crew of freelance and student creatives.

CORE SKILLS

Video and Content: Video Production, Videography, Video Editing, Cinematography, Content Creation, Storytelling, Creative Direction, Live Streaming, Broadcast Production, Audio Production, Aerial and Drone Videography

Photography and Design: Photography, Photo Editing, Graphic Design, Studio and Strobe Lighting, DSLR Cameras, Set Design

Strategy and Leadership: Social Media Strategy, Content Planning, Audience Analytics, Brand Consistency, Project Management, Team Leadership, Mentoring

Software: Adobe Creative Cloud, Adobe Premiere Pro, Adobe Photoshop, Microsoft 365, Windows, macOS

PROFESSIONAL EXPERIENCE

Director of Production & Media Specialist

University of Tennessee at Chattanooga Athletics | Chattanooga, TN | 2018 - Present

- Direct video production for social media, in-venue video boards and live broadcasts, including creative direction, set design, lighting, camera operation and video editing in Adobe Premiere Pro
- Produced and led 600+ live streaming events on ESPN+ as associate producer, coordinating broadcast crews, replay, audio and in-venue direction
- Develop social media content strategy by analyzing audience trends; plan and deliver content across platforms while maintaining consistent brand identity
- Plan, direct and shoot photography for 14 NCAA Division I teams, using strobe lighting, posing and camera operation, with photo editing in Adobe Photoshop
- Create a weekly graphic design series, "This Week in Chattanooga Athletics," for the GoMocsAthletics Instagram account to promote upcoming events
- Produce video features and exclusive season long content that tell student-athlete stories
- Manage and mentor a broadcast crew of freelance and student workers and train student interns in video, photo and live production
- Manage multiple projects and deadlines across 14 athletic programs, from concept through delivery
- Recipient of the 2024 Athletics "Behind the Scenes Staff Member of the Year" award

Freelance Videographer and Photographer

Self-employed | Chattanooga, TN | 2018 - 2026

- Broadcast videographer and production crew member for Southern Conference events (2018 - 2026)
- Replay operator for the NCAA Division II Softball National Championship live stream (2025)
- Photographer for local businesses including Blockley Dental, LaBella Jewels Salon and Notre Dame High School (2025 - 2026)
- In-venue director and camera operator for the Chattanooga Lookouts (2018)

EDUCATION

Bachelor of Arts in Mass Communication

University of Tennessee at Chattanooga | 2018 | Communications Department Student Service Award, 2018

CERTIFICATIONS

FAA Part 107 Certified Remote Pilot (Commercial Drone Pilot)