

Cameron Abernathy

(813) 579-0823 | cameronjabernathy@gmail.com | New York, NY

EDUCATION

UNIVERSITY OF CENTRAL FLORIDA

BA English

EXPERIENCE

UNREASONABLE STUDIOS

Associate Producer | 2024 - Present

- Took complete ownership of multiple high-priority client productions
- Entirely reworked and updated the post-production pipeline for over 5 accounts
- Organized and ran meetings to ideate, produce, and execute projects aligning with stakeholder needs
- Arranged, scheduled, and executed pre-production, production, and post-production for over fifty concepts

ANOMALY

Line Producer | 2023

- Acted as the main point of contact for cast and crew members
- Crafted, maintained, and implemented the shoot outline which allowed us to finish ahead of schedule
- Maintained responsibility and possession of all high-value rented peripherals
- Regularly worked with producers on prop acquisition, location scouting, deck assembly, and budgeting

HARD DRIVE

Contributor | 2023 – Present

- Pitched, drafted, edited, and published pieces with an average of 150,000 social impressions per article
- Regularly contributed to internal “quick turnaround” calls for on-trend topics
- Consistently beat website performance averages by over 20%
- Created and detailed a new internal asset creation workflow

FREELANCING

Copywriter | 2017 – 2024

- Created hundreds of pages of copy including internal announcements, social posts, property listings, and contracts
- Pitched, wrote, and edited ads for magazines with national readership
- Wrote over 80% of the total marketing material for all clients, with some being sent to over 50,000 customers
- Designed and launched a client website bringing in over \$600,000 in revenue

WORK

BULLEIT BOURBON

Producer | 12-Year Rye Murals

NYLON

Editor | “Last Shot,” “Paris Hilton”

ALBERTSON’S

Producer | “Back to School,” “Stay Fresh,” “Ask a Pro,” “Fall Shopping” Social Content

USAFACTS

Associate Producer | “Immigration,” “U.S. Economy,” “America by the Numbers”

SKILLS

Copywriting, Technical Writing, Contract Writing, Screenwriting, Social Media, Data Analytics, Content Creation, Video Editing, Web Design, Microsoft Office, MailChimp, WordPress, HTML, CSS, JavaScript, AI Prompting, AI Editing, Client Relations, Internal Documentation, Event Production