

SUMMER HOAGLAND-ABERNATHY

Chicago, Illinois | [LinkedIn](#)

Detail-oriented and Inquisitive Communications Professional

Fun Facts: Master of Tae Kwon Do | Lyricist of "Roll With It: A D&D Musical" | Co-founder of Blossom Box Games

EDUCATION

Master of Arts in Public Relations and Advertising | DePaul University | 2025 – 2026

Bachelor of Arts in Magazine Journalism and Playwriting, Double Major | Columbia College Chicago | 2019 – 2021

Associate of Arts in Journalism | Illinois Valley Community College | 2017 – 2019

Writing for a Comms Career | Business Skills for Strategic Comms | Engaging Latin Communities | Fashion Branding and IMC

EXPERIENCE

Public Relations Intern | Hawthorne Strategy Group | Chicago, IL

January 2026 – May 2026

I aid in **public relations strategy** and **materials development** for four Chicago entities: Choose Chicago; the Metropolitan Pier and Exposition Authority (MPEA), which owns McCormick Place; Big Shoulders Fund; and the Women's Business Development Center (WBDC).

- I **publicized** and populated McCormick Place's prospective supplier networking event through **earned media** and **community calendars**.
- I directly supported the MPEA CEO's efforts to renovate McCormick Place's Lakeside Center for sustainability by **researching** and **creating deck slides** on green convention center features to **encourage investors** to back her.
- As Choose Chicago president and CEO Kristen Reynolds has worked on the tourism improvement district (TID) legislation, I've supported her by **compiling information** on alderperson support in Excel and **writing informational material** for stakeholders.

Marketing and PR Aide | One of a Kind Hospitality | Chicago, IL

March 2025 – September 2025

At 1OAK, I marketed six Logan Square restaurants to neighborhood communities by drafting newsletters, **creating graphics** for social media, **researching** everything from food festivals to local journalists, and **copy editing** menus and other promotional material.

- I **jumpstarted One of a Kind Hospitality's PR Department** by familiarizing local journalists with the company and securing local and international **influencer partnerships**, including helping launch one influencer's foodie career.
- I reimplemented **bi-monthly Mailchimp newsletters** for two bars and maintained a **40% open rate**.

Press Aide and Internship Coordinator | City of Chicago Mayor's Office of Press and Communications | Chicago, IL

April 2022 – August 2023

I lived between two worlds at the press office — one side consisted of recruiting, training, and leading a team of interns, and the other side consisted of aiding coworkers in daily tasks and long-form projects.

- As intern manager, I **revamped** the program — **advocating** for payment for the interns, **organizing** a monthly networking Q/A with them and a guest, **upstarting a memo project** in which they shared ideas for policy change with senior management, **implementing** bi-semester check-ins for both personal and program improvement, and **raising applications by 250%**.
 - As an office aide, essential duties included **drafting** content, such as speeches, digital scripts, quotes, and social media posts in the voice of the mayor; **copyediting** and sending press releases; **uploading** press releases to the city's website; **answering the office phone** to help concerned citizens and news reporters; **managing the press office mailbox** to distribute relevant media inquiries to the appropriate point person; pulling daily, relevant **news clips** to update the office on goings on around the city; and **managing the media list of over 800 reporters**, which aided the rest of the office in pitching and engaging point people from different departments with the media.
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SKILLS

- Copywriting
- Google Suite
- Mailchimp
- News Pitching
- Brainstorming
- AP Style
- Microsoft Suite
- Canva
- SEO/GEO
- Copy Editing