Roberts Named Director of ABAC Marketing and Communications

TIFTON—Lindsey Roberts will serve as the director of the newly created Office of Marketing and Communications at Abraham Baldwin Agricultural College, according to an announcement on Thursday from ABAC President David Bridges.

“I believe the Office of Marketing and Communications more accurately reflects the range of duties and responsibilities performed by the area formerly known as the Office of Public Relations,” Bridges said. “I’m sure the office will continue to send a clear, concise and consistent message about the College, its vision, and its programs.”
Roberts joined the ABAC staff in 2012 as the Public Relations Assistant. A Tift County High School graduate, she received an associate degree in speech communications at ABAC in 2009 before completing her bachelor’s degree in advertising and speech communication at the University of Georgia in 2011. Roberts has led the ABAC public relations effort for the past year after the resignation of former Director of Public Relations Ashley Mock on Oct. 17, 2014 to pursue a career in the banking industry.

“I’m really looking forward to the challenges ahead,” Roberts said. “I am totally invested in ABAC’s mission to prepare students for life. I am very fortunate in that I get to see that mission in action every day on this campus.”

Bridges also named Randi Walden, a 2012 ABAC graduate with a bachelor’s degree in diversified agriculture, as the assistant director of the newly titled office. Walden has been the information center coordinator in the public relations office since 2014.

“This office is charged with a wide range of functions, all of them essential to marketing and promoting ABAC,” Bridges said. “New functions will be the development and coordination of the ABAC comprehensive marketing plan and managing the new web-based calendar system which will integrate the reservation of space and facilities and improve the coordination of services to support events.”

###