

ABBEY (YATES) O'BRIEN

Media & Technology Reporter | Intelligence & Insights Professional
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REPORTING

- “[What the streaming wars can teach utilities about the AI data center boom](#)” - *Utility Dive* (2026)
- Five reported stories for [The Click](#) (NYU journalism graduate student publication)

EXPERIENCE

ULTEIG

Senior Market Intelligence Manager – Strategic Growth & Marketing, Intelligence

March 2026 – Present

- Direct editorial strategy for a company-wide intelligence intranet platform at a leading energy and infrastructure engineering design firm; produce original reporting, policy coverage, and market intelligence content that informs employees across all business units
- Lead intelligence coverage of AI, data centers, advanced transmission technologies, small modular nuclear reactors, geothermal, carbon capture, green hydrogen, and grid resilience technologies for executive and board audiences
- Produce a weekly U.S. data center newsletter; authored 50+ editions analyzing technology, policy, infrastructure, and market developments
- Deliver quarterly intelligence presentations to 1,600+ employees, translating market and policy trends into actionable business insights
- Developed a 100+ page executive briefing on AI and its implications for infrastructure, energy demand, and business strategy

Emerging Markets Manager – Strategic Growth & Marketing, Intelligence

April 2024 – February 2026

- Led the publication of *Wire the Future*, Ulteig's flagship thought leadership report, coordinating 10+ contributors across a 24-page annual document and presented findings at the American Clean Power Association's annual conference
- Synthesized 30+ market signals across energy, technology, transportation, and water sectors into executive intelligence products and strategic recommendations

NBCUNIVERSAL

Strategy & Transformation Manager – Film & TV

October 2023 – March 2024

- Led internal communications and change management for a multi-million-dollar enterprise Salesforce rollout, ensuring clear executive messaging, stakeholder updates, training content, and employee adoption across the organization
- Managed cross-functional teams optimizing content workflows; identified 11 areas of improvement to increase annual revenue by 30%
- Mentored team members on visual storytelling, executive communications, and collaborative content development

Strategy & Transformation Lead – Film & TV

August 2022 – September 2023

- Streamlined a biweekly reporting process by aggregating key film slate release data to improve title distribution and fulfillment. Accelerated the creation of an automated film release date servicing dashboard and monthly newsletter
- Partnered with creative teams to improve the end-to-end content supply chain, strengthening external distribution workflows
- Analyzed workflow overlaps across three operational departments to inform strategic organizational change and realignment. Supported the transition of team members and implemented a 30/60/90-day leadership success plan

Associate, Media Technology Rotational Program

Operations Track

July 2020 – July 2022

- Rotated through Media Operations, Enterprise Product, and Local Television Technology teams, leading operations simplification efforts for the 2021 Tokyo Olympics, supporting product strategy and quality automation initiatives across 60+ NBCUniversal products, and analyzing approximately 200 monthly station outages to identify operational improvements and establish a Peacock delivery workflow

EDUCATION

NEW YORK UNIVERSITY

Master of Arts in American Journalism

September 2025 – Present

- Student in the Graduate School of Arts & Sciences

GEORGIA INSTITUTE OF TECHNOLOGY

Bachelor of Science in Business Administration (ITM) | Minor in Film & Media Studies | GPA: 3.97

August 2016 – May 2020

- NCAA Varsity Student-Athlete, Swimming & Diving
- College of Business Dean's Scholarship: 1 of 11 students selected from more than 100 interviewed freshman candidates
- John R. Battle Award for Student Excellence: 1 student selected as an outstanding graduating senior

SKILLS

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| • Adobe Suite | • Editorial Strategy | • Project Management (PMP-Certified) |
| • Audience Engagement | • Executive Messaging | • Salesforce |
| • Cross-Functional Collaboration | • Microsoft Suite | |
| • Data & Trend Analysis | | |