

# ASHLEY C. WEINGART

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## WRITER \* EDITOR \* PHOTOGRAPHER

Diverse coverage of various subject areas, but especially passionate about food, healthy living and the environment.

### EXPERIENCE

#### **NORTHEAST OHIO PARENT MAGAZINE, Cleveland, OH**

*Contributing Writer, Photographer & Editor (Dec 2014 - Present)*

- Write and edit feature articles published monthly, focused primarily on healthy eating and healthy living. Often include my original recipes and my own photographs. View portfolio at [ashleyweingart.com](http://ashleyweingart.com).
- Gold PMA Award Winner, 2017. Featured blogger on [northeastohioparent.com](http://northeastohioparent.com), 2014 - 2016.

#### **FREELANCE COPY EDITOR, PROOFREADER, Cleveland, OH**

- Proof and edit copy for local advertising agency. Materials include news releases, literature, social media content, TV and radio ad scripts, presentations and more.

#### **THE FOREST CITY - WEINGART PRODUCE COMPANY, Cleveland, OH**

*Director of Communications & Community Outreach (Sep 2015 - Present)*

- Design, build and maintain website and blog [forestcityweingart.com](http://forestcityweingart.com). Oversee all content creation including copywriting, editing and photography for this 100+ year old produce wholesaler. Build e-commerce and manage SEO.
- Develop and manage all facets of **Perfectly Imperfect Produce**, a mixed fruit and vegetable box subscription program designed to reduce food waste while improving affordable, healthy food access. Create original recipes to show how to use items in each box. Design and manage [perfectlyimperfectproduce.com](http://perfectlyimperfectproduce.com).
- Featured in local and national media coverage including stories in/on *Cleveland Magazine, Cooking Light, Dr. Oz, The Guardian, Huffington Post, FoodTank, WKYC, WVIZ* and other consumer and B2B publications.
- Manage all social media channels for Forest City Weingart and Perfectly Imperfect Produce.
- Develop communications strategy and branding
- Create partnerships with community organizations to increase produce donations and community education.
- Partner with HIP Cuyahoga & PRCHN/CWRU to create online ordering system for “Good Food Here” corner stores program to improve healthy food access in food deserts.
- Developed “From Seed to Spoon”, a healthy eating educational program to share fresh produce with children in need. Create lessons and produce videos. Presented at TeamSmile 2016 in partnership with the Cleveland Indians for the Boys & Girls Club.

#### **THE GREATER CLEVELAND FOOD BANK, Cleveland, OH**

*Nutrition Educator (January 2017 - Present)*

\* Conduct cooking demonstrations and nutrition education lessons at Food Bank distribution sites such as School Markets and at Kids Cafe events in Cuyahoga County at schools, libraries, childcare centers and special events.

#### **BLOGGER, Chagrin Falls, OH**

*Writer, Photographer & Editor (Sep 2014 - Present)*

- Create and write personal blog, [runningwithskissors.com](http://runningwithskissors.com) which documents my life as a “busy mom on the run” and my adventures as a marathon runner and a cooking, crafting and gardening enthusiast. Share original recipes.
- Published in *Runner’s World* Contributing Editor Hal Higdon’s 2016 Book, *Half Marathon Training*.

#### **MARCUS THOMAS LLC, Cleveland, OH**

*Account Supervisor, Account Executive (Nov 2002 - Oct 2007)*

- Developed and implemented communications strategies for various clients to build brand awareness and increase sales and donations. Supervised account executives and interns. Detail oriented in fast-paced, deadline-driven environment.
- Clients included Heinen’s Fine Foods, MTD Products/Troy-Bilt, Goodyear/Dunlop Tires, Alcoa Wheels, The Cleveland Foundation, Glidden Paint, LearningRx, Team NEO, Second Chance Trust Fund.

#### **CRAMER-KRASSELT, Chicago, IL**

*Account Executive, Assistant Account Executive (Jun 2000 - Aug 2002)*

- Supervised development and production of all print, TV, radio, outdoor and digital advertising for AirTran Airways and LaSalle Bank brands including Chicago Marathon sponsorship.

### EDUCATION

**INDIANA UNIVERSITY, Bloomington, IN, BA Journalism, 2000**