

# ASHLEY BARROW

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## ADAPTABLE MARKETING AND COMMUNICATIONS PROFESSIONAL

Passion for multimedia, communications, and marketing began in college while serving as Editor-In-Chief of the newspaper. Received a Master of Arts in Journalism while spending a year reporting and producing local stories. Recently gained experience in digital marketing/SEO and corporate communications. Eager to continue a career in marketing and communications.

### *Skills include:*

Internal Communications | Digital Marketing | Client Relationship Management | Vendor Relationship Management | Creative Writing | Technical Writing | Content Creation | SEO | Google Analytics Collaboration Tools | Content Marketing | Workflow Management | Digital Media Production | Interviewing & Reporting | Public Relations Team Management | Editorial Calendar Management | Creative Communication | Social Media Management | Microsoft Office/Word | Adobe Premiere | Final Cut Pro Photography | Video Editing | Sitecore | CMS | Digital Strategy | Project Management

## PROFESSIONAL EXPERIENCE

### **INTERNAL COMMUNICATIONS GLOBAL LEAD | HARSCO CORPORATION | PHILADELPHIA, PA | 07/2022 TO 11/2022**

- Enabled employees in 32 countries to operate at their best and fostered employee engagement by conveying timely, relevant information in terms that everyone could understand.
- Developed and managed an internal communications content calendar and a regular cadence of employee messaging supporting corporate HQ relocation and other organizational changes.
- Collaborated with Social Media Global Lead to align internal communications with social media content.
- Wrote employee stories and posted company news on SharePoint Information Exchange to amplify values.
- Developed, maintained, and managed vendor relationships in the UK, India, and the US.
- Cultivated internal communications plans for Human Resources and safety communications.
- Collaborated with Marketing on internal amplification of Environmental, Governance, and Sustainability report.

### **SEO CONTENT SPECIALIST (CONTRACT POSITION) | PENN MEDICINE | PHILADELPHIA, PA | 09/2021 TO 06/2022**

- Performed SEO analysis and keyword research in various platforms for several specialized service lines across the entire Penn Medicine website.
- Researched, updated and wrote blog content for health and wellness, heart and vascular, women's health, and cancer service lines.
- Wrote SEO copy recommendations including headers, meta descriptions, and title changes.
- Managed tracked keywords and collaborated with the Content Team to help report and give guidance on organic content updates.
- Worked with the technical SEO specialist to help fix SEO problems identified in monthly crawls.
- Used SEO tools to look at competitors and report on where our competition was outranking.

### **SEO CONTENT STRATEGIST | STREAM COMPANIES | MALVERN, PA | 03/2021 TO 09/2021**

- Curated monthly content strategies using keyword research and competitive analysis.
- Worked heavily in Google Analytics, measuring and reporting on organic traffic and conversion trends.
- Regularly optimized Google My Business and local citation listings.
- Optimized websites on various content management systems using SEO best practices.
- Conduced technical audits checking for broken links and usability errors on desktop and mobile sites.
- Completed monthly client reports and implemented website recommendations to improve search rankings and traffic to specific content.

- Wrote SEO meta data regarding meta descriptions, URL's, title tags, and alternative tags

#### **MARKETING COMMUNICATIONS PARTNER | AT&T MOBILITY LLC | CHERRY HILL, NJ | 07/2020 TO 03/2021**

- Design custom co-branded solutions by integrating with AT&T products and services.
- Develop strategic solutions that exemplify the robust portfolio and value of services and tailor them to the customer's needs.
- Control the complete customer lifecycle from – from proposal to billing and customer care.
- Utilize innovative technology to take advantage of key network and mobility processes to assist the customer.
- Manage customer networks by providing support and network monitoring.
- Take advantage of learning and certificate opportunities to widen my knowledge of how best to market and communicate with the customer.
- Utilize the self-service operations tools to deliver a best-in-class experience.
- Grow revenue with competitive, market based offers.

#### **NEWS PRODUCER | NEXSTAR MEDIA GROUP INC. | GHENT, WV | 12/2019 TO 07/2020**

- **Produced the 5 a.m. & 6 a.m. daily newscasts for broadcast across all platforms.**
- Wrote & ordered news stories based on importance and relevance to the audience; edited and approved reporters' scripts, wrote scripts and all teases.
- Balanced news and feature content to create compelling broadcasts.
- Managed timing of all segments and edited video.
- Collaborated with the news director to select and prioritize content.
- Added stories and elements that made the broadcast more attractive.
- Selected footage and sound bites to include in broadcast to ensure consistency.
- Produced breaking news reports.

#### **Production Operations:**

- Gathered information, stories, and pieces from team members.
- Liaised with the production team to keep technical standards high.
- Communicated with the studio crew and anchors while on-air.
- Ensured broadcast was within time limits.
- Coordinated with the creative department to develop promotion strategies for upcoming newscasts.
- Performed research on local, national, and international affairs to stay updated with current events.

#### **ASSIGNMENT DESK INTERN | WCVB-TV | BOSTON, MA | 05/2019 TO 08/2019**

- Helped assignment desk editors and producers gather news for breaking stories using ENPS wires and research.
- Shadowed reporters and photographers in the field.
- Pitched story ideas at news staff and production meetings; wrote scripts for broadcast in ENPS rundown.

## **EDUCATION**

**MASTER OF ARTS, JOURNALISM | EMERSON COLLEGE | BOSTON, MA**

**BACHELOR OF SCIENCE, ADVERTISING | JOHNSON & WALES UNIVERSITY | PROVIDENCE, RI**

