

Ashley Barrow

267-226-0737 | ashleybarrow04@gmail.com | Wayne, PA 19087 | ashleybarrow.com

Core Skills

Content Management Systems: Sitecore, Adobe Experience Manager, WordPress

SEO & Analytics: Google Analytics, SEMrush, Ahrefs, Screaming Frog

Project Management: Jira, Trello, ServiceNow

Writing & Editing: AP Style, SEO copywriting, technical editing

Technical: HTML, accessibility best practices

Collaboration: Cross-functional communication, stakeholder engagement

Client Service & Trust-Building: Rover dog-sitting/walking with 5-star reviews

Summary

Results-driven content strategist and editor with 6+ years of experience creating, editing, and managing digital content for enterprise websites. Skilled in CMS publishing, SEO, content migrations, and accessibility compliance. Adept at partnering with stakeholders, UX, QA, engineering, and marketing teams to deliver both customer-focused digital experiences, and internal communication initiatives. Beyond the office, I'm also a highly rated dog sitter and walker on Rover, reflecting my reliability, attention to detail, and ability to build trust through clear communication.

Professional Experience

Comcast – Philadelphia, PA

Content Editor | Sept 2024 – Sept 2025

- Redesigned and updated major [Xfinity.com](https://xfinity.com) pages ([Sports](#), [NFL](#), [Call Guard](#), [Internet + Mobile Deals](#)).
- Wrote SEO-driven articles (3+ per month) for [Xfinity.com/Hub](https://xfinity.com/hub).
- Edited and published content in Sitecore CMS with brand and accessibility compliance.
- Partnered with UX, SEO, eCommerce, QA, and developers on webpage redesigns, defect resolution, and new feature adoption.
- Executed content updates based on Figma designs during crucial launches (e.g., Apple NPI) and periodic updates; gathered stakeholder feedback and published approved changes.

- Led engagement initiatives as elected Committee Lead for 200+ employees and served on XGIE Council Board.

Content Editor (Contract) | Feb 2024 – Sept 2024

- Built new pages in Sitecore CMS from sales mockups (Mobile Devices, Voice Overview, Programming).
- Supported content migration to a new internal communications platform.
- Edited drafts per Knowledge Management Style Guide, uploaded assets to Adobe Experience Manager, and coordinated QA reviews.
- Managed workflow tickets in Jira, collaborating with cross-functional teams.

AAA Club Alliance (Corporate HQ) – Wilmington, DE

Web Content Editor (Contract) | Aug 2023 – Jan 2024

- Optimized landing pages in Sitecore CMS for AAA promotions; supported Ohio site merger and XM Cloud migration.
- Applied HTML to improve usability and SEO performance.
- Used Jira and Trello for project tracking.
- Pitched and wrote articles for The Extra Mile.

Enviri (formerly Harsco Corp.) – Philadelphia, PA

Internal Communications Global Lead | Jul 2022 – Nov 2022

- Managed internal communications calendar during HQ relocation.
- Aligned internal and external messaging with marketing and social media.
- Wrote employee stories and posted updates on SharePoint.
- Supported ESG report communication initiatives.

Penn Medicine – Philadelphia, PA

SEO Content Specialist (Contract) | Sept 2021 – Jun 2022

- Researched keywords and optimized content across PennMedicine.org.
- Wrote and updated blogs for health and wellness, cardiology, oncology, and women's health.

- Drafted SEO metadata and page structure recommendations.
- Monitored competitors and keyword rankings to guide content strategy.

Stream Companies – Malvern, PA

SEO Content Strategist | Mar 2021 – Aug 2021

- Developed SEO-driven monthly content strategies using keyword research and analytics.
- Conducted technical site audits; fixed usability errors and broken links.
- Wrote metadata and optimized web content across multiple CMS platforms.
- Produced reports tracking organic traffic, rankings, and conversions.

Nexstar Media Group – Ghent, WV

News Producer | Dec 2019 – Jul 2020

- Produced daily 5 a.m. and 6 a.m. broadcasts.
- Wrote, edited, and ordered stories; added sound bites and teases.
- Managed live timing, breaking news coverage, and video editing.

Education

Emerson College, Boston, MA – MA in Journalism

Johnson & Wales University, Providence, RI – BS in Advertising