

Ainsley McCarthy

Rock Hill, South Carolina 29733

(864) 276-9135 mccarthy5@mailbox.winthrop.edu

<https://ainsleymccarthy.journoportfolio.com> / [Instagram](#)

Skills

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- Audience and reader appeal
 - Copy writing and editing
 - Photography
 - Thorough news coverage
 - Leadership development
 - Organization management
 - Interviewing
 - Community outreach
 - Layout design/Adobe InDesign

Experience

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- 08/2023-Current **Cultural Event Monitor**
- Managed digital and physical records of student attendance at university-sponsored events
 - Worked in teams and independently to complete assignments and ensure accurate record-keeping
- 08/2023-09/2023 **Berkley Research Group Intern**
- Utilized various mass communication channels to inform the student body about the university's Strategic Planning Initiative
 - Facilitated weekly communication with mentors to analyze most successful methods
- 08/2023-Current **The Johnsonian**
Editor-in-Chief
- Managed about 20 staff members to create a weekly newspaper with 15 articles, a comic, and coordinating content for web and social media
- 01/2023-05/2023 **News Editor, Executive Copy Editor**
- Publication was awarded 3rd place in general excellence by the SC Press Association in 2023
 - Assigned topics, events and stories to 5 individual reporters for coverage
 - Created tightly written news stories from reliable sources
 - Read, evaluated and edited 16 articles submitted for publication every week
 - Designed graphic elements like the logo for the centennial year issues
- 08/2022-12/2023 **Assistant Local News Editor**
- Worked with managing editor to delegate and produce locally relevant articles to increase engagement and readership
- 03/2022-05/2022 **Staff Writer**
- Completed assignments from the news editor in a well researched and composed manner for weekly publication
- 08/2022-12/2023 **The Palmetto Report**
Staff Writer
- Interviewed influential figures such as the president of Winthrop University for both short and long-form content like articles and news segments
 - Used social media outlets to connect directly with the public and promote new content

Education

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- 08/2020-Current **Winthrop University**
Bachelor of Arts: Mass Communication
Minors in Peace, Justice and Conflict Resolution Studies; Human Resource Management
- *Mass Communication Outstanding Achievement and Leadership Award 2023*
 - *1st place for feature coverage in Terry Plumb Herald Awards 2023*
 - *1st place for feature coverage in The 1970 Johnsonian Class Awards for Excellence 2023*
 - Member of the Society of Professional Journalists
 - Member of Delta Alpha Pi
 - Member of the National Society of Collegiate Scholars
 - Led organizational efforts to improve safety and accessibility of Winthrop University's campus

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References

Bill Schulte

Associate Professor of Mass Communication

Winthrop University

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Bill Schulte is the Faculty Advisor to The Johnsonian. He also taught me Media Writing in Fall 2021, and I am currently in his courses for Media Ethics and Publication Design, Editing and Leadership.

Joseph Kasko

Associate Professor of Mass Communication

Winthrop University

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Joseph Kasko is my Academic Advisor. He was also my professor for courses including Introduction to Mass Communication, and for Convergent Journalism as well.