

Ainsley McCarthy

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SKILLS

Copy writing and editing, interviewing, research, team management, project management, layout design, AP Style, Adobe Suite, MS Office, SEO, social media management, photography, videography

EXPERIENCE

Reporter, *The Electric City News (Contract)*

10/2024-Current

- Compose compelling news stories relevant to the city of Anderson, SC for distribution online and to more than 200 locations on a biweekly basis

Editor-in-Chief, *The Johnsonian*

8/2023-5/2024

- Managed about 6 staff members to create a weekly newspaper with 15 articles
- Assigned beats/stories to reporters, led weekly meetings and finalized the budget
- Read, evaluated and edited 15 stories submitted for publication each week
- Designed 8 pages of layout every week according to industry standards

News Editor, *Executive Copy Editor*

1/2023-5/2023

- Publication was awarded 3rd in General Excellence by SC Press Association
- Mentored section writers and distributed assignments to promote growth in audience engagement and quality of content
- Read, evaluated and edited 15 articles submitted for publication each week

Assistant Local News Editor

8/2022-12/2022

- Worked with managing editor to delegate and produce localized articles to increase engagement and readership

Staff Writer

3/2022-5/2022

- Completed assignments from the news editor in a well-researched and composed manner for weekly publication

Staff Writer, *The Palmetto Report*

8/2022-12/2022

- Produced convergent media like articles, news segments and posts using relevant interviews and research
- Utilized social media to connect directly with the public and boost engagement with SEO

EDUCATION

Winthrop University

Rock Hill, SC

BA, Major: Mass Communication, Minors: Peace, Justice and Conflict Res, HR

ACTIVITIES

Presenter at the Showcase for Undergraduate Research and Creative Endeavors, Research Assistant to Dr. Bill Schulte in the Department of Mass Communication, Member of the Society of Professional Journalists, Member of Delta Alpha Pi, Member of the National Society of Collegiate Scholars

AWARDS

- J. William Click Outstanding Senior in Journalism Award 2024
- 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