

# Asia McGill

Journalist and Social Media Marketer

## WORK EXPERIENCE

### Graduate Coordinator for Multimedia

AUG 2024 - APR 2025

*American University's Center for Student Belonging*

- Develop and implement Instagram content strategies, write for the CDI newsletter, and collaborate with cross-functional teams while supervising creative staff.
- Design, edit, and manage multimedia projects, ensuring quality and timeliness using Adobe Premiere Pro and Canva.
- Research, analyze, and report on media strategies, providing technical support and staying updated on industry trends.

### PJI Mentor

MAY 2024 - JUN 2024

*Politico Journalism Institute*

- Coordinate and facilitate daily activities and movements of students, including around Washington, D.C. and Arlington, VA
- Advise and support student journalists with program aspects, workshop materials, and life skills development.
- Help students network with journalism professionals and participate in relevant events.

### Social Media Editor

JAN 2023 - MAY 2023

*The Rider News*

- Posted content to all social platforms daily
- Wrote, directed and edited content for TikTok page
- Created informational graphics and slideshows for Instagram
- Developed content planning alongside fellow team members
- Boosted audience engagement by upwards of 200% within four months

### Feature Writer

SEPT 2022 - FEB 2023

*The Rider News*

- Produced feature stories on Rider University staff and students
- Checked accuracy of writing with AP Style
- Managed interview times whether in-person or on Zoom

## EDUCATION

**AMERICAN UNIVERSITY, Washington D.C.** 2023-2025

Master of Arts in Journalism and Digital Storytelling  
(GPA: 3.83/4.0)

**RIDER UNIVERSITY, Lawrenceville, NJ**

2019-2023

Bachelor of Arts in Journalism

- Honors: Magna Cum Laude (GPA: 3.62/4.0)

## AWARDS AND CERTIFICATIONS

- Department of Communication, Journalism and Media Honor Society (2023)
- Service Award (2023)
- Dean's list (2019-2025)
- HubSpot Academy Social Media Certification (2023)

## CONTACT

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📍 Silver Spring, MD

## EXPERTISE

- Broadcast Journalism
- Digital storytelling
- Deadline writing
- AP Style
- Content creation
- Adobe Premiere Pro
- Adobe Audition
- Interview Skills
- Canva
- HTML
- WordPress

## PORTFOLIO

[Asia McGill Portfolio](#)

## CERTIFICATIONS

[Social media marketing](#)