Asia McGill
Journalist and Social Media Marketer

CONTACT

✉ asialisettem@gmail.com

☎ (609) 955-4513

📍 Lawrenceville, New Jersey

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](#)

WORK EXPERIENCE

Content Producer
News12 New Jersey   DEC 2025- PRESENT

- Conduct newsgathering by monitoring tips, reports, and breaking news sources; verify information and develop story leads for anchors and reporters.
- Coordinate and schedule daily assignments and event coverage, collaborating with anchors, producers, and editors to support timely news coverage.
- Pitch and write digital stories and multimedia content for web and social platforms, ensuring alignment with News 12's editorial standards and voice.

Graduate Coordinator for Multimedia
American University's Center for Student Belonging   AUG 2024 - APR 2025

- Wrote the CSB newsletter, and collaborate with cross-functional teams while supervising creative staff.
- Designed, edited, and managed multimedia projects using Adobe Premiere Pro and Canva.
- Researched, analyzed, and reported on social media strategies

Social Media Editor
The Rider News   JAN 2023 - MAY 2023

- 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
The Rider News   SEPT 2022 - FEB 2023

- 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)