

# KENDAL ASBURY

JOURNALIST & EDITOR

## CONTACT

- ☎ 386-559-4398
- ✉ kendal.asbury@ucf.edu
- 🌐 kendalasbury.journoportfolio.com

## SUMMARY

Driven journalism student at UCF, with a passion for journalism and capturing the first draft of history. An avid writer with a versatile style, she has experience in editing, investigative journalism, breaking news reporting and more. Operates effectively under high-pressure.

## EDUCATION

2022 - 2026  
UNIVERSITY OF CENTRAL FLA.

- B.A. in Journalism

2022 - 2026  
UNIVERSITY OF CENTRAL FLA.

- B.A. in English Literature
- Certificate in Editing & Publishing

## SKILLS

- Curiosity
- Storytelling
- Empathy
- AP Style/Editing
- Adobe Premiere/Audition
- Photography
- Wordpress/CMS
- Search Engine Optimization
- Audience Analytics

## HONORS

- Election Coverage Correspondent for **Orlando Sentinel**.
- Internship Pursuit Coordinator for UCF's journalism program.
- Executive member of nationally-recognized chapter of **Society of Professional Journalists**.
- Teaching Assistant for Principles of Journalism course.
- Provost Scholar Award, UCF Honor Roll & Dean's List recipient.

## EXPERIENCE

**Central Florida Public Media** JAN. 2025 - PRESENT  
Station Intern

- Pitch stories and follow leads by researching issues, finding sources, conducting interviews, attending meetings and more.
- Write copy for website and radio. Edit sound bites and record VOs, creating packaged wraps to air for the station and NPR One app.

**The Community Paper** JAN. 2024 - PRESENT  
Editorial Coordinator (Prev. Intern & Reporter)

- Edit content by guest writers, columnists, interns and other reporters, ensuring adherence to AP Style and outlet guidelines.
- Write news briefs and feature stories, train and oversee interns, create weekly newsletters, conduct interviews and more.

**Her Campus UCF** AUG. 2023 - PRESENT  
Editor-in-Chief (Prev. Editor & Writer)

- Edit 20-30 articles a week submitted by our staff of 70 writers, for adherence to stylistic and grammatical guidelines, AP Style, Her Campus tone, and ethical considerations. Manage a team of eight staff editors, four senior editors and a chapter editor.
- Organize and facilitate workshops for both members to teach pitch development, content requirements, article guidelines and more.

**The Charge News** AUG. 2023 - PRESENT  
News Reporter (Prev. Politics Reporter)

- Pitch ideas for news stories from the local, state and national level, interviewing sources and following leads to gather information, centering on UCF. Meet hard deadlines.

**Orlando Weekly** AUG. - DEC. 2024  
Editorial Intern

- Research and write articles, features, blogs and briefs.

**WKMG-TV News 6** JUNE - AUG. 2024  
Digital Reporting Intern

- Write 10+ stories daily on breaking news, crime, traffic, politics and more by compiling information from multiple sources.