

# Kimberly Ashton

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## PROFESSIONAL SUMMARY

**Award-winning editorial director, managing editor, journalist, and content strategist with deep expertise in storytelling across print, digital, and multimedia platforms.** Skilled in developing compelling narratives, managing high-profile publications, editing with precision, and leading content strategies that engage diverse audiences. Has a track record of mentoring teams, meeting deadlines, securing industry accolades, and shaping the editorial voice of a globally recognized institution. Known for organizational skills, efficiency, integrity, thoughtfulness, and thoroughness.

## KEY SKILLS

Editing | Team supervision | Writing | Copy editing | Content strategy | Budget management | Interviewing | Digital media | Reporting | Newsletters | Podcast production | Mentoring | Google Suite | Proofreading | SEO | Parse.ly | Content management systems | MS Word | Adobe InCopy

## PROFESSIONAL EXPERIENCE

Berklee College of Music, Boston, MA

April 2013–December 2024

Editorial Director, *Berklee Today*

August 2021–December 2024

Managing Editor, *Berklee Today*

August 2018–August 2021

- **Produced Berklee's alumni magazine.**
- **Defined and established the magazine's editorial voice**, generating compelling story ideas and guiding content creation to engage readers.
- **Managed a large fiscal budget** for production, printing, and distribution, ensuring cost-effective operations while maintaining high-quality standards.
- **Recruited and led a team of freelance writers, editors, designers, illustrators, and photographers**, negotiating contracts to secure top talent.
- **Wrote impactful articles, and conducted first and final edits** on all other stories, on deadline, to maintain editorial excellence and consistency.
- **Shaped and promoted Berklee's institutional image** by ensuring accurate, lively, and strategic storytelling across all magazine content.
- **Collaborated with key stakeholders** to produce content aligned with Berklee's strategic goals, enhancing engagement with students, alumni, and industry leaders.
- **Built and nurtured strong relationships** within Berklee and its extensive alumni network, expanding the magazine's reach and influence.
- **Led *Berklee Today* to multiple industry awards**, including recognition from the Council for Advancement and Support of Education (CASE), the Society of Publication Designers, and the University & College Designers Association. In 2024, secured a **Gold Award from CASE for overall excellence** in the Magazines and Periodicals category.
- **Represented *Berklee Today*** at industry conferences, international partner schools, and alumni events, regularly conducting live, on-stage interviews to promote the magazine.
- **Oversaw the production of the print and digital issues** of *Berklee Today*, guaranteeing on-time publication of all issues.
- **Kept abreast of best practices** of alumni magazine production, as well as developments in the music industry and in higher education.

Associate Director, Editorial Department  
Communications Manager  
Senior Editor/Writer  
Editor/Writer

April 2018–August 2021  
July 2017–April 2018  
January 2017–July 2017  
April 2013–January 2017

- **Led the development of multimedia content strategies**, collaborating with marketing and digital teams to create podcasts, written stories, printed materials, and website enhancements.
- **Wrote and edited high-impact stories** for Berklee’s website, ensuring accuracy, consistency, and alignment with institutional messaging.
- **Developed and managed Berklee’s podcast strategy**, increasing production from a few episodes a year to an episode every week, expanding audience reach and reinforcing brand identity.
- **Oversaw and maintained the Berklee Style Guide**, ensuring a cohesive and professional institutional voice across all content.
- **Produced and managed the Berklee News and Events newsletter**, increasing engagement with website content.
- **Managed Berklee’s Twitter account**, growing digital-first audience through strategic postings and updates.
- **Supervised freelancers, student employees, and a staff member**, providing mentorship and ensuring high-quality content production.
- **Copyedited and proofread public-facing content**, upholding editorial excellence and brand consistency.

#### **ADDITIONAL RELEVANT EXPERIENCE**

Local Editor, Patch, AOL Huffington Post Media Group, Boston, MA  
Freelance Writer, Associated Press, Springfield, MA  
Assistant Editor, *Czech Business Weekly*, Prague, Czech Republic  
Reporter, *The Prague Post*, Prague, Czech Republic  
Reporter, *Daily Hampshire Gazette*, Northampton, MA  
Local Editor, *The Recorder*, Greenfield, MA

#### **EDUCATION**

**Oxford University**, Oxford, England  
Graduate diploma in Hebrew and Jewish studies

**University of Colorado**, Boulder, CO  
B.A. in history

#### **Additional Coursework:**

Digital media production, Emerson College  
Search engine optimization (SEO), University of California, Davis

#### **LANGUAGES**

English, Italian, intermediate Spanish