

Ashley Moor-Mahoney

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Senior Editor | Digital Media Strategist | Arts & Culture Journalist

Experienced editor and reporter with a strong background in digital publishing, SEO, content strategy, and managing editorial teams. Proven success growing audiences, producing engaging content across platforms, and leading high-performing editorial operations in fast-paced environments.

Education

Kent State University

B.A. in Journalism and Fashion Media, 2018

Professional Experience

Assistant News Editor | Dayton Daily News – Dayton, OH | January 2026-Present

- Oversees a team of hard news reporters at the Dayton Daily News and Springfield News-Sun
- Oversees all content and operations at the Springfield News-Sun
- Assigns, edits, and writes stories across arts and culture and news verticals
- Guides content strategy, SEO best practices, audience engagement and social media presence
- Maintains strong relationships with community leaders and stakeholders

Editor-in-Chief | CityBeat – Cincinnati, OH | March 2022-January 2026

- Leads editorial operations for Cincinnati's alt-weekly, managing 50+ freelance writers and full-time staff across print and digital platforms
- Oversaw digital growth to 1.2M+ weekly pageviews and 60K print circulation
- Assigns, edits, and writes stories across music, fashion, food, culture, and breaking news verticals
- Guides content strategy, SEO best practices, audience engagement and social media presence
- Maintains strong relationships with community leaders and stakeholders

Multimedia Journalist | Dayton.com / Dayton Daily News – Dayton, OH | Nov 2019–Jan 2022

- Wrote and edited high-performing digital content, including entertainment, lifestyle, food, and community news
- Optimized all content using SEO best practices and analytics tools
- Collaborated with editorial and design teams to transition content to print editions
- Built relationships with local businesses and event organizers for story sourcing

Freelance Writer | The List – Remote | Nov 2020–Mar 2022

- Created real-time coverage of entertainment, fashion, beauty, and lifestyle topics
- Fact-checked articles and contributed to live event coverage (e.g., Academy Awards)

SEO Specialist | Factory Furnace Outlet – Miamisburg, OH | Oct 2019–Oct 2020

- Led SEO strategy and website redesign, including audits, content optimization, and metadata updates
- Grew social media platforms from scratch across Facebook, Instagram, Twitter, and YouTube
- Used Google Analytics, SEMrush, and Google Search Console to improve search visibility

Assistant Editor | Best Life – New York, NY | May 2018–Aug 2019

- Authored 500+ articles in travel, culture, health, and lifestyle verticals; content regularly syndicated to MSN and Yahoo
- Served as Head Travel Writer; developed original destination features and trend content
- Managed SEO optimization and Google Analytics reporting
- Edited content and helped shape brand voice and style guide

LGBTQIA Travel Writer | Matador Network – Remote | Jan 2019–Nov 2020

- Wrote inclusive travel content and cultural guides with a focus on LGBTQIA experiences
- Conducted original research and collaborated with editorial team on destination coverage

Freelance Contributor | Chronogram Magazine – Hudson Valley, NY | Sep 2018–Jan 2019

- Wrote wine and restaurant reviews with a focus on regional dining and travel

Editorial Intern | Best Life – New York, NY | Jan 2018–May 2018

- Wrote lifestyle, fitness, and fashion content
- Edited copy and managed SEO within WordPress
- Assisted with branding and social media strategy

Editor-in-Chief | Dayton City Paper – Dayton, OH | Jul 2017–Oct 2017

- Managed editorial staff and freelancers
- Led production of weekly print issue using InDesign
- Oversaw all content, from assignment to final layout

Editorial Intern | Elle Magazine – New York, NY | Aug 2015–Dec 2015

- Transcribed interviews and conducted research
- Supported editors with administrative tasks
- Worked with InDesign and assisted with layouts

Editorial Intern | House of Funk – Montclair, NJ | Jan 2017–May 2017

- Wrote branded content for lifestyle blog
- Managed social media content via CoSchedule
- Handled administrative and SEO-related tasks

Fashion Writer | A Magazine – Kent, OH | Jan 2016–May 2016

- Wrote fashion-focused series on thrifting
- Styled and photographed shoots on location
- Used WordPress and Photoshop to publish content

Writer / Intern | Weekly Record Herald – Troy, OH | Mar 2013–Mar 2014

- Covered local events, school board, and town hall meetings
- Pitched and wrote arts and culture stories
- Assisted with administrative and editorial operations

Skills

Content Strategy & Editing, SEO (Technical & On-Page), Headline Writing & Trend Spotting, WordPress, Google Analytics, SEMrush, Social Media Management, Team Leadership & Freelance Coordination, Adobe InDesign & Photoshop