ASHLEY LAURETTA

www.ashleylauretta.com | Central Florida

SUMMARY

Over fifteen years of experience taking the latest studies and trends in health and medicine and breaking them down into digestible, narrative-driven content for both brands and publications.

WORK EXPERIENCE

Freelance Writer and Editor, Self Employed   **Aug 2010 - Present**

- Clients include Forbes Health, Nike, AP Content Services, Studio/B by The Boston Globe, DDM Content Solutions, Sleep Foundation and more.
- Journalism appears in The Atlantic, WIRED, ELLE, SELF, Men's Journal, espnW, Runner's World, Well+Good, Slate and more.
- Member of the American Society of Journalists and Authors (ASJA).

Assistant Editor, LAVA Magazine   **Feb 2015 - Mar 2018**

- Supported the editorial staff with the monthly production of the magazine, including but not limited to writing features and editing articles from contributing writers.
- Wrote and edited content for both print and web, including interviews, profiles, gear reviews and more.
- Traveled to Copenhagen for a site visit of Orkla Health for a print magazine feature and to Dubai to cover Ironman 70.3 Dubai from the ground.

Freelance Web Editor, Competitor Group   **Apr 2016 - Oct 2017**

- Worked on multiple titles, including Competitor and Women's Running.
- Formatted, edited and posted articles through the CMS.
- Assisted in managing all social media channels for multiple publications.

Additional work experience available upon request

EDUCATION

University of California, San Diego   **2008**
Bachelor of Arts

- Majored in Communication with a minor in Literature/Writing.
- Copy reader at the UCSD Guardian.
- Held internships at Castiglia Literary Agency, The San Diegan and Competitor Group.

Continuing studies include journalism and essay courses through Catapult, Writing Pad and Stanford Continuing Studies.

KEY SKILLS

- Copy editing (AP Style)
- Reading and analyzing medical studies and journals
- Research and fact checking
- Conducting interviews
- Product testing and reviews
- SEO optimization
- Experience working in Wordpress and other CMS