



Ashley Lauretta

FREELANCE WRITER &
JOURNALIST

📍 Central Florida

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PROFILE

I have over a decade of experience writing digestible, narrative-driven content for both brands and publications. My favorite things to write involve helping others discover something about themselves. I am a born problem-solver and my tendency to overanalyze and organize are some of the traits that make me the best at what I do.

SKILLS

Copy editing (AP Style)

Reading medical studies
and journals

Research and fact checking

Conducting interviews

WORK EXPERIENCE

FREELANCE WRITER AND JOURNALIST

Self-employed

Aug 2010 - Present

- Clients include Forbes Health, Studio/B by The Boston Globe, Nike, Mattress Firm and more.
- Journalism appears in The Atlantic, WIRED, ELLE, SELF, Men's Journal, Well+Good, espnW and more.
- Member of the American Society of Journalists and Authors since Mar 2015.

ASSISTANT EDITOR

Feb 2015 - Mar 2018

LAVA Magazine

- Supported the editorial staff with the monthly production of the magazine, including but not limited to writing features and editing articles from contributing writers.

FREELANCE WEB EDITOR

Apr 2016 - Oct 2017

Competitor Group

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

EDUCATION HISTORY

BA in Communication

Graduated in 2008

The University of California, San Diego

- 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.

ORGANIZATIONS

American Society of Journalists and Authors

League of Women Voters of Polk County

- 2022 Board Member and Newsletter Editor