

Ashley Garrett

Digital Producer,
Journalist, Social
Media Maven,
Storyteller, Editor

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Professional Summary:

I am a passionate journalist and digital producer with more than two years of professional experience in reporting, social media management, data collection, nonprofit development, and marketing & communications. My diverse career and internship opportunities over the years have spanned multiple mediums, including digital, print, TV, and radio. Working across a broad range of newsrooms and organizations has given me exciting chances to create thoughtful content, while strategically growing loyal audience engagement. I look forward to making new connections and expanding my portfolio of skills through my next career opportunity.

Skills

- Proficient in AP style, copyediting, and beat reporting
- Proficient in managing social media platforms, including Facebook, Twitter, Instagram and LinkedIn
- Proficient with content management systems (CMS), including WordPress
- Proficient in Microsoft Office and Google Workspace
- Experienced in social media management tools, including Sprout Social and True Anthem
- Experienced in content marketing software, including Mailchimp
- Experienced in AI-powered data management platforms, including Cxense
- Experienced in search engine optimization
- Familiar with graphics editing platforms, including Adobe Photoshop, InDesign and Canva
- Familiar with video editing software, including Premiere Pro and iMovie
- Strong written skills, attention to detail, and editorial judgment
- Ability to multitask on multiple projects/stories
- Communicative and open-minded

Experience

South Florida Business Journal / Digital Producer & Business Reporter
FEBRUARY 2021 - PRESENT, MIAMI, FLORIDA

- Creates and executes digital and social media strategy
- Oversees website updates and writes social media posts
- Compiles daily/monthly digital performance reports on editorial and social media analytics
- Covers banking and finance beat, as well as breaking news and special section stories
- Sends out multiple daily email alerts to subscribers for breaking news, editor's choice and exclusive stories
- Supports company-led awards programs and networking events

Report for America / Social Media Coordinator & Editorial Assistant
SEPTEMBER 2019 - FEBRUARY 2021, NEW YORK, NEW YORK

- Created and executed social media strategy and marketing campaigns
- Oversaw website updates and wrote social media posts
- Tracked and compiled monthly performance reports on social media engagement
- Designed and distributed weekly email campaigns for 7,000+ subscribers
- Maintained online database of compelling stories by RFA's 225+ journalists across the U.S.
- Managed and created editorial/visual content for website

Orlando Business Journal / News Intern
JUNE 2019 - AUGUST 2019, ORLANDO, FLORIDA

- Created web and print content geared toward business owners, executives and professionals in Central Florida
- Wrote weekly CEO profiles

NSM Today / Life Editor

JANUARY 2019 - MAY 2019, ORLANDO, FLORIDA

- **Maintained creative control of Life section at UCF's premier student-run publication**
- **Worked closely with reporters to develop and execute story pitches and ideas**
- **Copy edited web stories, video packages and cutlines**
- **Reported and published news and lifestyle content**

WMFE 90.7 / Talk Show Production Intern

JANUARY 2019 - APRIL 2019, ORLANDO, FLORIDA

- **Wrote web copy for recorded newscasts**
- **Assisted in booking guests for shows and writing interview questions**
- **Screened and answered viewer calls during on-air show**
- **Wrote radio scripts**
- **Recorded radio wraps and fundraising spots**

Central Florida Lifestyle Magazine / Editorial Intern

MAY 2018 - AUGUST 2018, ORLANDO, FLORIDA

- **Wrote hyperlocal lifestyle content for print and web**
- **Copy edited print and digital magazine proofs**
- **Updated lifestyle website and calendar**

WKMG News 6 / Web Intern

MAY 2018 - AUGUST 2018, ORLANDO, FLORIDA

- **Wrote evergreen content and crime reports for ClickOrlando.com**
- **Shadowed multimedia journalists and assisted with writing web copy for TV broadcast news**
- **Clipped TV broadcast news packages for ClickOrlando.com and YouTube**

UCF Marketing & Communications / Editorial Intern

JANUARY 2018 - APRIL 2018, ORLANDO, FLORIDA

- **Wrote and edited editorial web content for UCF Today website**
- **Wrote and edited editorial print content for Pegasus alumni magazine**

NSM Today / Minorities/LGBTQ+/Religion Beat Reporter

AUGUST 2017 - DECEMBER 2017, ORLANDO, FLORIDA

- **Wrote timely web news stories/long-form feature stories on diversity at UCF and in the Orlando area**

Her Campus Media / Staff Writer

JANUARY 2016 - AUGUST 2017, ORLANDO, FLORIDA

- **Wrote timely and relevant web content geared toward female college students**

Education

University of Central Florida / B.A. in Journalism / Minor in Africana Studies

AUGUST 2015 - MAY 2019, ORLANDO, FLORIDA

- **Top 10% of graduating class in major**
- **Dean's List, College of Sciences: Fall 2015 - Spring 2019**
- **Society of Professional Journalists, member: Fall 2015 - Spring 2019**
- **Sigma Phi Lambda sorority, member: Fall 2015 - Spring 2018**

Awards

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- **UCF Multicultural Academic and Support Services Excellence in Action Award Recipient**
 - **Florida Medallion Scholar**