

ASHLEY MOWREADER

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PERSONAL PROFILE

I am a senior Journalism major at Pepperdine University looking to advance my communication and reporting skills in a fast-paced, creative and challenging environment.

EMPLOYMENT HISTORY

Managing Editor

Pepperdine Graphic Media | May 2021 - Present

- Edited and oversaw all Pepperdine Graphic print, digital and multimedia content for publication.
- Recruited, onboard and trained two dozen new staff members.
- Managed organization funds for promotional purposes.
- Served as a liaison between the organization and the greater Pepperdine community.

Admin Intern - Marketing

TRA Medical Imaging | May 2020 - December 2021

- Supported the Marketing team via social media management, content creation, photography, video production and copywriting.
- Provided analytic metrics to measure social following and engagement growth every month.
- Refreshed the brand's social media profiles with new creative strategies, feed planning and video production.

Reporting Intern

Thousand Oaks Acorn | July 2021 - August 2021

- Researched and reported 6 stories for the Acorn newspapers, covering local stories for a print-first newsroom.
- Worked on-ground alongside the Acorn editorial team including photographing and live-Tweeting events.

News Editor

Pepperdine Graphic Media | May 2020 - May 2021

- Reported and wrote content for print and online, including breaking news, investigative, editorial and enterprise pieces.
- Led, mentored, and organized News Team of 12 journalists
- Copy edited all news content and designed print pages.
- Served as a member of the Senior Leadership Team making executive and management decisions as part of a 10 person team.

Editorial Intern

Air Cargo World | June 2020 - August 2020

- Reported, edited and published 17 news stories related to air cargo operations and air cargo stakeholders for Air Cargo World magazine.
- Contributed to the company's larger team projects including event planning and data collection.

ACADEMIC PROFILE

Pepperdine University

Journalism Major

Class of 2022

- Pepperdine Regents' Scholar
- Regents' Scholar Student Board Co-President
- Reporter for The Pepperdine Graphic, Currents Magazine and NewsWaves32
- Pepperdinos Juntos (Spanish speaking club) Member

Cascade Christian High School

Graduated Class of 2018

Valedictorian

- Yearbook Editor in Chief (2015-2018)
- National Honor Society Member

SKILLS AND ABILITIES

- Proficient at Office Suite and Adobe Photoshop, Premier, Lightroom, InDesign and Illustrator
- Photography
- Multimedia Design
- Conversational in Spanish

RESEARCH

- Participated in a 2020 communication research study with Pepperdine faculty coding news stories published by the Pepperdine Graphic for diversity and inclusion.

REFERENCES

Elizabeth Smith — Pepperdine Graphic Media

- elizabeth.smith@pepperdine.edu
- (310) 266-8928

Kyle Jorrey — Thousand Oaks Acorn

- newstips@toacorn.com
- (818) 523-1341

Alex Cope — TRA Medical Imaging

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