

ASHLEY — LAWSON

MEDIA & JOURNALISM

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Royersford, Pa.



MY PROFILE

Media and Journalism graduate from Lock Haven University with three years of experience in the field and five years of experience in corporate settings. Worked with Haven Athletics staff to improve the quality of photography, videography, broadcasts, and online posts. Doubled the staff and grew the readership of the Eagle Eye student newspaper by 79%. Presently looking for a media role in the sports world.

EDUCATION

2020 – 2024

B.A. COMMUNICATION

MEDIA & JOURNALISM FOCUS

Lock Haven University

SKILLS

AP Style



WordPress



Production Truck



Lightroom



Premiere Pro



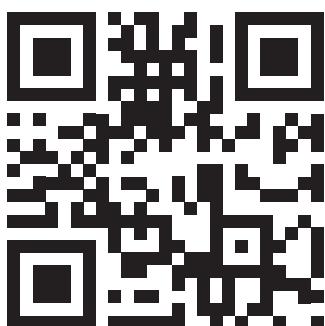
SIDEARM Sports



InDesign



PORTFOLIO



WORK EXPERIENCE

GAME DAY CAMERA OPERATOR

Reading Royals

Oct. 2023 – Current

- Work with Creative Director and other video production staff to produce compelling game day broadcasts and in-arena video
- Capture footage of the game, fans, and in-arena promotional events per the Technical Director's instruction
- Calibrate and level broadcast camera when needed

UNIVERSITY MARKETING & COMMUNICATION

Lock Haven University

Sept. 2023 – Current

- Post to university social media accounts to engage prospective and current students
- Create flyers for campus events to share on social media
- Photograph campus events for use on social media and archival purposes
- Monitor social media analytics such as follower count, interactions, and reach
- Ensure that all posts are written in the university's standard tone and style

SPORTS WRITER & PHOTOGRAPHER (FREELANCE)

The Lock Haven Express

March 2023 – Current

- Write articles covering local high school and collegiate athletics
- Write season preview articles featuring coach interviews
- Work with editor to pitch article ideas
- Photograph athletic events and provide photos to editor within the same day for next day publication

ATHLETICS MARKETING & COMMUNICATION

Lock Haven University

Jan. 2023 – Sept. 2023

- Produce broadcasts for live athletic events on campus via Production Truck
- Ensure proper setup and takedown of broadcasting equipment
- Photograph athletic events and upload galleries to the university athletics website
- Operate video camera during live broadcasts
- Train students how to record and produce live broadcasts
- Accurately track game statistics

REFERENCES

DOUG SPATAFORE

Senior Director of Athletic Communications & Marketing,
Lock Haven University
 (570) 484 2350
 dspatafo@lockhaven.edu

DR. MATTHEW MCKEAGUE

Associate Professor, Media & Journalism, Lock Haven University
 (570) 484 2376
 mtm342@lockhaven.edu

JULIE STELFOX

Assistant Director of Strategic Communications, Lock Haven University
 (570) 484 2280
 jms833@lockhaven.edu

ACCOUNTS PAYABLE ASSOCIATE

July 2018 – Current

FirstService Residential – East

- Process timely payments for HOAs, COAs, and lifestyle living communities
- Assist in expediting emergency payments
- Communicate with property managers in regard to sensitive financial information
- Assist staff accountants in accurate record keeping
- Maintain proper records of vendor files

CLUBS & ORGANIZATIONS

EDITOR-IN-CHIEF

Aug. 2023 – Current

The Eagle Eye Student Newspaper

- Manage a staff of 16
- Hold weekly content meetings and assign stories to writers
- Ensure section editors are adhering to AP style rules and including all necessary assets on WordPress posts prior to publishing
- Recruit new staff and promote the organization at campus events
- Hold meetings with staff writers to give advice as to how to improve their articles

MANAGING EDITOR

Jan. 2023 – May 2023

The Eagle Eye Student Newspaper

- Assist Editor-in-Chief with keeping notes on all content meetings
- Keep track of article assignments given to staff writers
- Ensure we have enough content for each section of the paper on a weekly basis
- Write two or more articles per week
- Train section editors on AP style, WordPress, and InDesign

PRESIDENT

May 2023 – Current

Lambda Pi Eta Communication Honors Society, Rho

Delta Chapter

- Organize annual induction ceremony
- Distribute information to chapter members when needed
- Promote the organization to current students who meet the requirements to join

SECRETARY

Nov. 2022 – Current

Lambda Pi Eta Communication Honors Society, Rho

Delta Chapter

- Create meeting agendas with assistance from chapter president
- Record meeting minutes
- Distribute all chapter information to members as needed
- Organize fundraisers
- Organize and execute the annual Communication Department Awards that are held at the end of the spring semester