

ASHLEYMCBRIDE

[@AshleyMcB](#) • Saint Petersburg, Florida • ashleymcbride@gmail.com • (813) 431-3077

EXPERIENCE

Interactive Learning Producer

The Poynter Institute, April 2017 to present

Facilitate online learning for journalists, news organizations, students and educators. Collaborate with subject matter experts and industry professionals to create and edit interactive courses on a range of subjects, including beat reporting, analytics, revenue, leadership and culture. Edit The Cohort, a bimonthly newsletter elevating voices of women working in digital media.

Web Producer

The Palm Beach Post, June 2016 to December 2016

Managed the newspaper's digital presence through website production, social media, the mobile app and email newsletters. Monitored and analyzed site metrics to drive decision-making and capitalize on audience behavior. Optimized content for multi-platform distribution.

Digital Media Intern

Dow Jones News Fund Residency, May 2016

Conceptualized stories for a multimedia project concerning jazz in Phoenix, Arizona. Incorporated digital media, including podcasts, video stories, photography, social media, data visualization and web design in creating the project and produced a comprehensive project in 11 days.

Staff Reporter

The Stand Newspaper, August 2015 to May 2016

Developed 1-2 weekly stories for web and 1 monthly, in-depth feature story for print, covering the South Side community of Syracuse, NY. Took pictures using a Canon DSLR to supplement stories and provide caption information. Attended community meetings and other events to interview community members and leaders for stories and story ideas

EDUCATION and HONORS

Master of Arts in Magazine, Newspaper and Online Journalism

Syracuse University, Syracuse, NY

May 2016

Bachelor of Science in Journalism

University of Miami, Coral Gables, FL

May 2015

First Place, Investigative Story/Series for Non-Daily Print Media

Syracuse Press Club, 2016

Charnice Milton Award for Excellence in Community Journalism

S.I. Newhouse School for Public Communications

Inaugural Recipient, 2016

SKILLS

Writing and reporting • AP Style • Photography • Videography • Search Engine Optimization • Adobe InDesign • Adobe Photoshop • Adobe Illustrator • Adobe Premiere Pro • HTML and CSS