

# ASHLEY RODRIGUEZ

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## EDUCATION

### **CUNY Graduate School of Journalism**, New York, NY

M.A. Journalism, Business & Economics Concentration, Expected Dec. 2014

Reported and wrote beat stories accompanied by interactive elements, including: “Hurricanes! Terror attacks! Zombies!”; “A guide to urgent care in New York”; and “Potholes lead to surge in auto repairs.”

Covered the housing market and wrote enterprise stories about rebranding the construction industry to attract new workers, which was reworked and published in Ad Age; as well as a story about renters who are locked out of the market because of debt and expenses.

Produced audio news and features, including spots on the International March for Elephants for a live newscast, the gender-wage gap, affordable housing for artists, and open-source web development.

Produced multimedia pieces including a photo essay profiling a young autistic woman, live coverage of New York City’s 2013 Poetry Forum and SantaCon, as well as a data visual package about New York’s worst landlords.

Produced one and two minute videos about New York’s new smoking age, a proposed horse-drawn carriage ban and an organization that teaches Bronx youth about aquatic life and boat building.

### **Pace University**, New York, NY

B.A. English Writing and Literature, Art Minor, May 2011

## EXPERIENCE

### **Ad Age**, New York, NY

*Editorial Intern*

May. 2014 – Present

Reported and wrote more than 20 marketer and trend stories, like Old Navy CMO Aims to Lessen Brand’s Reliance on TV, Visa Teams With NFL to Push New Online-Payment Service, and Backpack Sales Rise as Professionals Ditch Briefcases, in addition to member content, like key takeaways from Ad Age’s Women to Watch event, and special features including a story on American Legacy’s “Truth” campaign for the upcoming Top Campaigns of the 21st Century issue.

Produced a 90-minute video using Videolicious about Cinnabon, which grew its brand with minimal advertising.

### **Flightpath**, New York, NY

*Office Manager*

Jun. 2012 – Aug. 2013

Digital agency specializing in web development, mobile apps and social media. Managed corporate bookkeeping and oversaw daily operations. Worked on content updates for CGSInc.com and ReformedJudaism.org.

### **STC Associates**, New York, NY

*Social Media Editor*

Jan. – Jun. 2012

Managed the New York Center for Children’s website redesign. Worked with the client, designers and developers to establish the concept, created the site map, edited content for the About, Services and Donate pages. Reviewed the site and gave feedback to the developers and designers.

Developed and managed daily Twitter and Facebook content for the New York Center for Children and the Voss Foundation. Created social media campaigns to promote upcoming events.

Wrote and oversaw the development of an infographic about women and the water crisis for World Water Day.

### **Brooklyn Today**, Brooklyn, NY [www.brooklyntoday.info](http://www.brooklyntoday.info)

*Journalist*

May 2010 – Dec. 2011

Produced Brooklyn-based features and photographs, including: “Chef Brings southeast Asia taste to Bed Stuy”; “Brooklyn Cigar Lounge bridges generation gap”; “Caracas – city on the edge”; and “The best lobster rolls in Brooklyn.” Promoted stories on Twitter and Facebook.

### **Phorzheimer Honors College Newsletter**

*Editor*

Oct. 2009 – May 2011

Wrote professor profiles and other features about Pace University, including a printing system that increased student costs and an expanded program for digital design students.

## SKILLS

Proficient: Audio Hijack, Excel, HootSuite, Illustrator, InDesign, Lightroom, Marantz, Photoshop, PowerPoint,

QuickBooks, Reaper, ScribbleLive, Skype, TweetDeck, Videolicious, Word

Familiar: DSLR, Drupal, Final Cut Pro X, HTML and CSS, JavaScript, Joomla, jQuery, JVC HM100U, ProTools,

WordPress