

Ashley Balsavias

Nashville, TN 37203 | ashleybalsavias@gmail.com | (636) 980-7976 | linkedin.com/in/ashleybalsavias/

EDUCATION

University of Georgia

Bachelor of Arts in Journalism, News Literacy Certificate
Dean's List, Order of Omega Honor Society, Levin Leaders
GPA: 3.7/4.0, *cum laude*

Athens, GA
May 2023

PROFESSIONAL EXPERIENCE

WECT News

Multimedia Journalist

Wilmington, NC
July 2023 - Aug 2024

- Pitch multiple story ideas with local impact, gather sources and conduct interviews
- Write scripts, shoot and edit video under tight deadlines on a daily basis

Grady College of Journalism and Mass Communication

Yarbrough Fellow

Athens, GA
May 2022 - May 2023

- Manage social media accounts and create content for Instagram, TikTok and Twitter (X)
- Write press releases and feature stories for college website
- Design graphics for social media posts using tools including Adobe InDesign and Figma

NBC News

Social Media Intern

Remote
Jan 2023 - April 2023

- Write copy for Twitter and Facebook posts for accounts, with a following of 3.5 million+
- Identify top-performing stories of the week across platforms, log analytics
- Create graphics for Instagram using Figma; Edit video for TikTok using Adobe Premiere Pro

The Hartwell Sun

Digital Native

Hartwell, GA
Nov 2022 - Jan 2023

- One of 14 journalists chosen to work with local newsroom to improve newsroom digital practices
- Improve social media strategy using analytics tools such as Google Trends and created a best practices guide for newsroom social media

The Oglethorpe Echo

Reporter

Crawford, GA
Nov 2022 - Jan 2023

- Working under tight deadlines, use AP style to write stories for newspaper
- Interview local officials and community members

Kratos Agency

Copywriting/Social Media Intern

Remote
Oct 2022 - Dec 2022

- Edit copy for social media posts, newsletters, emails and blog posts
- Use SEO to improve website traffic
- Work with designers to create social media posts for various clients

Atmosphere TV

News and Sports Intern

Austin, TX
June 2022 - Aug 2022

- Write stories, headlines for Atmosphere's news, sports and entertainment channels
- Edit video clips using Wacht

Habersham Broadcasting/My Country 99.3

Innovation Fellow

Remote
Feb 2022 - May 2022

- Log analytics to improve engagement on social media platforms
- Collaborate with staff to draw a younger audience to the station
- Manage station's Instagram page
- Increased page following by 10%