

ASHLEY MOWREADER

(253) 359-1865 | ammowrea@gmail.com

www.amowreader.com | @amowreader

EMPLOYMENT HISTORY

Student Success Reporter

Inside Higher Ed | January 2023 – Present

- Researching, interviewing and writing 9 short-form articles weekly to run in a weekday newsletter highlighting institutional-led interventions that promote college degree attainment in the U.S.
- Identifies and analyzes relevant research and data on student life, post-graduate outcomes and health and wellness.
- Hosts and produces biweekly podcast content focused on national trends in student success and solutions.
- Creates multimedia content including short-form vertical videos, infographics and original graphic design.

Associate Editor

Air Cargo Next | May 2022 – January 2023

- Reported, edited and published daily news stories and monthly magazine articles related to air cargo operations and air cargo stakeholders for Air Cargo World's 10,000 subscribers.
- Created and maintained databases for key industry benchmarking and wrote regular data analysis.
- Hosted a monthly podcast published to an audience of 200, highlighting relevant topics in airfreight.

Managing Editor

Pepperdine Graphic Media | May 2021 – April 2022

- Edited and oversaw all Pepperdine Graphic print, digital and multimedia content for publication.
- Recruited, onboard and trained two dozen new staff members to join a team of 80 undergrad and graduate students.
- Managed organization funds for promotional and professional development purposes.
- Served as a liaison between the organization, university administration and the greater Pepperdine community.

Admin Intern - Marketing

TRA Medical Imaging | May 2020 – December 2021

- Supported the Marketing team in social media management, content creation, photography, video production and copywriting. Oversaw two companies' Twitter, Facebook and Instagram account as well as the parent YouTube and LinkedIn.
- 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 six 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.

EDUCATION

Pepperdine University

Journalism Major

Graduated April 2022

- Pepperdine Regents' Scholar
- Regents' Scholar Student Board Co-President
- Buenos Aires International Program participant

Cascade Christian High School

Graduated June 2018

Valedictorian

SKILLS AND ABILITIES

- Adobe Photoshop, Premier, Lightroom, InDesign, Audition and Illustrator
- Podcasting
- Photography
- Multimedia Design
- Data Analysis
- HTML and UX web design

SOCIAL MEDIA

Muckrack — muckrack.com/amowreader

Twitter — [@amowreader](https://twitter.com/amowreader) | Instagram — [@amowreader](https://www.instagram.com/amowreader)

REFERENCES

Elizabeth Smith — Director, Pepperdine Graphic Media

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

Kelly Stroh — Editor, Supply Chain Dive

- kstroh@industrydive.com | (808) 639-7097

Christina Littlefield — Journalism Professor,
Pepperdine University

- christina.littlefield@pepperdine.edu | (805) 558-4078

AWARDS

- Dubin Endowed Scholarship Recipient
- Pinnacle College Media Awards Award Winner
- California College Media Association Award Winner
- Society of Professional Journalists Mark of Excellence Award Finalist