

Ashleigh Hollowell

The first time I was published as a journalist was at 17 after approaching my hometown newspaper about shadowing a reporter. Since then, I've had work published each year since. I completed an M.S. in Communications through Syracuse University in 2023 and am eager to put my revitalized skill set to use as an emerging writer and communications leader.

EMPLOYMENT HISTORY

News Reporter

Becker's Healthcare, Remote - Company based in Chicago, Illinois — Jan 2023 - Aug 2024

- Report on healthcare topics including infection control, oncology, and cardiology with precision.
- Investigate and write about health equity and disparities, ensuring accurate and impactful coverage.
- Collaborate with healthcare leaders to provide insights on patient safety and care coordination.
- Analyze Phase 3 drug trials and CAR-T therapies, delivering detailed and informative articles to experts.
- Report on hospital workplace violence and emergency medicine issues, highlighting solutions and outcomes.
- Help double newsletter readership through engaging article writing.
- Research and report on infection control, oncology, and cardiology topics with precision, ensuring high-quality healthcare journalism.
- Engage in comprehensive research and reporting on health equity, ensuring impactful coverage that informs and influences healthcare policies.

Staff Writer, Senior Copy Editor

VentureBeat, San Francisco, California — Oct 2021 - Jan 2023

- Interviewed CEOs and experts on artificial intelligence and data to report industry news.
- Oversaw and maintained company style guide standards, editing criteria and fact-checking.
- Ensured editorial excellence by upholding style guide standards and rigorous fact-checking protocols.
- Worked closely with editorial team to streamline content workflows, enhancing overall productivity.
- Implemented new editorial strategies that improved content quality and reader engagement.
- Meticulously edited and reviewed articles to maintain high standards of accuracy and clarity.

Content and Communications Coordinator

Hanson Bridgett LLP, San Francisco, California — Aug 2020 - Oct 2021

- Maintained and updated company style guide to ensure newsletter, website, and blog publications matched in tone.
- Wrote, revised, and edited biographies of 200+ attorneys.
- Wrote and distributed media releases about law firm awards, attorney achievements, case wins, law changes.
- Scheduled media interviews with attorneys and news outlets as needed
- Coordinated with legal teams to produce impactful communications, enhancing client relationships.
- Implemented SEO best practices, resulting in an improvement in search engine rankings.
- Managed content calendar ensuring timely publication of materials, maintaining a 100% on-time delivery rate.
- Crafted compelling narratives for media releases, boosting media coverage in top outlets like the Los Angeles Business Journal.

Assistant Director of Development Communications

University of San Francisco, San Francisco, California — Jan 2018 - Aug 2020

- Authored compelling feature stories highlighting donors and their philanthropic efforts
- Managed and distributed monthly newsletters, boosting alumni engagement and increasing donor contributions using narratives, media, and communication tools.
- Coordinated with cross-functional teams to create engaging content, significantly improving donor and alumni interaction.
- Developed strategic communication plans that increased donor engagement, enhancing university funding.
- Partnered with departments to align messaging, ensuring cohesive and impactful communication, and ad campaigns.

Intern Reporter

Colorado Springs Business Journal, Colorado Springs, Colorado — Jan 2017 - Dec 2017

- Assisted senior reporters with research and interviews, demonstrating a keen desire to learn and impeccable punctuality. Conducted in-depth research to support articles, showcasing strong analytical skills and a commitment to quality journalism. Crafted engaging news stories under tight deadlines, consistently meeting editorial standards and deadlines.
- Worked closely with editorial team to develop story ideas and gather information, emphasizing teamwork and effective communication.

Freelance Reporter

Pueblo PULP News, Pueblo, Colorado — Sep 2015 - May 2017

- Demonstrated a strong passion for journalism by consistently meeting tight deadlines and delivering compelling stories. Conducted in-depth research and interviews to provide accurate and insightful news coverage, enhancing readers' understanding of key issues in the Pueblo region.

Freelance Journalist

Pikes Peak Courier, Woodland Park, Colorado — Nov 2013 - Aug 2015

- Delivered compelling stories on local events, local news, policy and projects.
- Conducted in-depth interviews and reporting, ensuring accuracy and adherence to journalistic standards.
- Worked closely with editors and photographers to produce cohesive articles.

EDUCATION

M.S.

Syracuse University, Syracuse, New York — Jul 2022 - Oct 2020

Communications

B.A.

Colorado State University Pueblo, Pueblo, Colorado — Aug 2014 - Dec 2017

Communications / Journalism

SKILLS & CERTIFICATIONS*

- *Poynter's* Grant Writing for Journalists*
- SEO*
- GA4*
- Press Releases*
- Reporting
- AP Style
- Copywriting
- Article Writing
- Data Journalism
- Content Strategy
- External Communications
- Social Media Strategy
- Joomla
- WordPress
- Adobe InDesign, Photoshop, Premier Pro
- Salesforce
- Ad Writing
- Internal Communications
- Newsletter Writing/Editing and Building

LINKS

- [Portfolio](#)
- [MuckRack](#)
- [LinkedIn](#)