



ASHLEY BROZIC

ASHLEYBROZIC.COM

RELEVANT EXPERIENCE

RACKED MIAMI *FOUNDING EDITOR DECEMBER 2013 - PRESENT*

- Manage and monitor a site that reaches over 3 million page views per year
- Write three to four local fashion, beauty and fitness-related stories daily
- Manage a robust list of freelance writers and photographers
- Promote stories and brand growth through social media platforms, newsletters, and networking
- Monitor daily traffic through Google Analytics, ensure monthly goals are met, and create and implement strategies for growth
- Coordinate and host twice monthly reader events at local gyms, salons, and boutiques

FREELANCE WRITER

OCTOBER 2013 - PRESENT

- Pitch stories and contribute to multiple print and digital publications including Departures Magazine, Onboard Media, Ocean Drive Magazine, Indulge Magazine, Eater Miami, and Miami New Times

DININGOUT MAGAZINE

CITY EDITOR, MAY 2014 - DECEMBER 2014

- Managed the production of a 132-page magazine, ensuring that deadlines were met by staff and all pages were approved by clients
- Made preliminary and final edits to each page in book before sending to print
- Produced original content for front of book

C. MADELEINE'S VINTAGE

DIGITAL DIRECTOR, AUGUST 2014 - MARCH 2015

- Managed social media channels and media outreach for a high-end luxury consignment store in North Miami
- Lead the redesign of the website and restructuring of the digital team
- Produced all original photography and content for its website, blog, and social media channels

DISTRACTION MAGAZINE

EXECUTIVE EDITOR, JANUARY 2012 - MAY 2013

- Pitched, wrote, designed and edited content for an award winning print magazine and website
- Managed a staff of over 20 writers, photographers, designers and publicists
- Led the effort to improve distractionmagazine.com, which included website redesign, magazine restructuring, and introducing daily content to web
- Led a campaign to increase financial support for the magazine in order to secure its permanent future

AWARDS AND HONORS

CAMP CAMPBELL CHAPTER MEMBER

2015 - inductee

GOLDMAN SACHS 10,000 WOMEN IN BUSINESS LEADERSHIP AWARD

2011 - Recipient

WINE SPECTATOR MAGAZINE SCHOLARSHIP

2011- Recipient

CONTACT

786.303.9734

ASHBROZIC@GMAIL.COM

EDUCATION

UNIVERSITY OF MIAMI, AUGUST 2013

Bachelor of Science in Communication

MAJOR // Advertising

MINORS // Marketing + Art

SKILLS

ENGLISH ● ● ● ● ●
SPANISH ● ● ● ● ●

PHOTOSHOP ● ● ● ● ○
ILLUSTRATOR ● ● ● ● ○
INDESIGN ● ● ● ● ○

MICROSOFT OFFICE ● ● ● ● ●

FACEBOOK ● ● ● ● ○
TWITTER ● ● ● ● ●
INSTAGRAM ● ● ● ● ●
PINTEREST ● ● ● ● ●
SNAPCHAT ● ● ● ● ○
LINKEDIN ● ● ● ● ●

HTML ● ● ● ○ ○

PHOTOGRAPHY ● ● ● ● ○
VIDEO ● ● ● ○ ○

MORE EXPERIENCE

20 YEARS ON: SOUTH AFRICA

2012 - Documentary Producer

REFINERY29

2012- Editorial Intern

MADEWELL

2012- Campus Ambassador

VENUE MAGAZINE

2011- Social Media Intern

THE LC MEDIA GROUP

2011- Social Media Intern