



# Ashley Shuler

JOURNO & PR STUDENT

## PROFILE

Hi, I'm Ashley.

I'm a junior at Franklin College and am always looking for internship opportunities, freelance projects and other ways to grow in the communications field.

If you have any questions or would like to see samples of my work, please give me a call or shoot me an email using the contact information below.



317 997 8868



ASHLEYESHULER@GMAIL.COM



ASHLEYESHULER.COM

## EXPERTISE

NEWS & FEATURE WRITING

PUBLIC RELATIONS WRITING

SOCIAL MEDIA STRATEGY

PRINT & ONLINE DESIGN

## EDUCATION

### FRANKLIN COLLEGE

B.A. STUDENT // Fall 2014–Spring 2018

Pursuing a degree in multimedia journalism and public relations at the Pulliam School of Journalism at Franklin College in Indiana. Minor in leadership. Expected graduation: May 2018.

## EXPERIENCE

### THESTATEHOUSEFILE.COM

REPORTER // January 2015, Spring 2017

- Writes daily news articles about the Indiana Statehouse legislature

### BRICK STREET BOUTIQUE

FREELANCE DESIGNER & MARKETER // Spring 2016–Present

- Designs and writes promotion emails using MailChimp
- Designs promotional social media posts using InDesign
- Created an online and in-store marketing plan and style guide

### INDIANAPOLIS MONTHLY

FREELANCER & INTERN // January 2016–Present

*Editorial Freelancer*

- Writes print articles on a freelance basis

*Editorial Intern*

- Fact-checked articles for print publication
- Wrote online-exclusive articles
- Scouted products and assisted with style shoots

### THE FRANKLIN

EDITOR & STAFF WRITER // Fall 2014–Present

- Writes articles for weekly print publication
- Assigns and edits 12 pieces of news and feature coverage weekly

### INDIANA HIGH SCHOOL PRESS ASSOCIATION

WEB EDITOR // Fall 2016–Present

- Works closely with director to update website and social media

## SKILLS

Adobe design programs

Adobe video & audio programs

Microsoft Office programs

Mac & PC computer systems

AP Style

Social media usage

## AWARDS

### DEAN'S LIST

For receiving a 3.5 GPA.

*Fall 2014*

### PRESIDENT'S LIST

For receiving a 4.0 GPA.

*Spring 2015–Present*

### ALPHA LAMBDA DELTA

A freshman honor society.

*Inducted Spring 2014*

### INDIANA INTERNET

Nominated for the Indiana InterNET Intern of the Year award for The Children's Museum of Indianapolis.

*Spring 2016*

## EXPERIENCE

### ZETA TAU ALPHA

COMMUNITY RELATIONS CHAIR // Spring 2015–Fall 2016

- Designed marketing materials to promote philanthropy events

### INDIANAPOLIS STAR

ELECTION NIGHT FREELANCER // 2015, 2016

- Submitted election results in Morgan and Hamilton counties
- Connected Indianapolis reporters with interview sources via phone

### WFYI-FM

RADIO NEWS & DIGITAL INTERN // Summer 2016

- Reported stories for morning and afternoon newscasts daily
- Created graphics, website and social media plan for national project
- Worked as a Scripps Howard Foundation scholarship intern

### THE CHILDREN'S MUSEUM OF INDIANAPOLIS

FREELANCER & INTERN // Summer 2015, Fall 2015

*Public Relations and Marketing Freelancer*

- Compiled media contact list for upcoming exhibit
- Public Relations and Marketing Intern*
- Wrote creative press releases, alerts and ready-to-run articles
  - Assisted mentor with media tours and visits
  - Clipped media mentions and other articles related to the museum
  - Updated area media contact list
  - Helped develop exhibit talking points and crisis communication plans

### FRANKLIN COLLEGE SPEECH LAB

ACADEMIC RESOURCE CENTER MENTOR // Spring 2015

- Worked with students to improve speech writing and delivery

### THE LALA

STAFF WRITER // Fall 2014

- Wrote women's lifestyle articles for national, college-aged audience

## REFERENCES



### RAY BEGOVICH

My public relations professor at the Franklin College Pulliam School of Journalism.

317 738 8209  
rbegovich@franklincollege.edu



### MICHELLE JOHNSON

My mentor at my most recent internship experience as a news and digital intern at WFYI-FM.

317 614 0501  
mjohnson@wfyi.org