

# ASHLEY FLAWS

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## SUMMARY

Print and digital journalist with diverse editorial experience including writing, editing, story ideation, fact-checking, content management, newsletter layout and balancing multiple deadlines

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## EXPERIENCE

### **Meredith Corporation**

• *SIM Partnerships Editorial Intern in Des Moines, IA* *May 2019-Present*  
Work with special-interest partnership publications such as Happy Paws and Forks Over Knives; manage production schedule and editorial calendar; copy-edit content for client; coordinate and procure products for photo shoots; write product captions and pet stories.

• *Allrecipes Magazine Editorial Apprentice in Des Moines, IA* *Sept. 2018-Present*  
Write and edit recipe stories, following through test kitchen and photo planning; pitch, research and write pet column; create article intros, headlines and table of contents text; connect with sources and proof submitted content; identify products for roundups; fact check.

### **Iowa Automobile Dealers Association**

• *Communications Intern in West Des Moines, IA* *Feb. 2018-Aug. 2018*  
Wrote and edited articles for bi-annual magazine, bi-weekly newsletter and yearly membership directory; produced newsletter using InDesign, Dreamweaver and Constant Contact; brainstormed content ideas; collaborated with staff; communicated with sources.

### **Active Interest Media**

• *Digital Media Intern for Garden Gate in Des Moines, IA* *Dec. 2017-May 2018*  
Converted magazine content into online format with Contentful.com; optimized headlines, subheadlines and intros for search engines; determined photo placement; created slideshows and photo galleries.

### **The Times-Delphic**

• *Staff Writer at Drake University in Des Moines, IA* *March 2017-May 2018*  
Wrote weekly story; interviewed sources; met all deadlines.

### **Drake Magazine**

• *Print Writer at Drake University in Des Moines, IA* *Sept. 2016-Dec. 2017*  
Wrote and researched stories; met all deadlines; collaborated with editors and art team.

### **FreshU**

• *Online Writer* *May 2016-March 2017*  
Pitched ideas; crafted content for college freshmen, ranging from personal essays to listicles.

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## EDUCATION

- **Bachelor of Arts in Journalism and Mass Communication** in Magazine Media
- **Bachelor of Arts** in English
- **Drake University Class of Dec. 2019, 3.98 GPA**
- **Relevant coursework:** Magazine Publishing, Magazine Staff Writing, Magazine Freelance Writing, Media Editing, Reporting and Writing Principles, Video for Journalists, Web Page Design, Digital Media Strategies, Media Law and Ethics, Financial Fundamentals for Communication Professionals, Visual Communication
- **Awards:** Dean's List for Fall 2016, President's List for Spring 2017, Fall 2017, Spring 2018, Fall 2018 and Spring 2019, Presidential Scholarship, Ersa Rice Scholarship, Ted Sell Memorial Award, Meredith Corporation Scholarship, Ethel R. Taylor Award, Frank Miller Scholarship, Tom Norquist Scholarship, Leo Forkey Scholarship