

ASHLEY McLEOD

Editor • SEO Specialist • Web Production Manager

Your next employee

amcleodmedia@gmail.com

ashleylynnmcleod.com

EXPERIENCE

PYMNTS, Web Production Manager/Copy Editor

September 2021 – Present

Copy and content edit studies and reports in word and PDF form. Write heads and decks for newsletters. Build and schedule webpages in WordPress, including posts, landing pages, contact forms, and HTML pages. Research keywords and implement SEO practices. Clients include American Express, Care Credit, Experian.

AMcLEOD MEDIA, Owner, Freelance Media Guru

January 2016 – Present

Freelance work including proofreading, editing, SEO, social and digital content management.

CATALYST MARKETING, Proofreader

June 2021 – June 2024

Proofread documents, such as social media posts, emails, eBooks, and other marketing materials. Clients include Adobe, Otava, Melio.

DIGITAL FIRST MEDIA, Copy Editor/Page Designer

September 2018 – June 2020

Design daily newspapers, rewrite headlines, and edit copy. Newspapers include the St. Paul Pioneer Press, the Boston Herald, the Denver Post.

HUNGRY EYE MEDIA, Digital Production Assistant

March 2018 – February 2020

Live Naturally Magazine: Schedule and build posts for magazine content and recipes in WordPress, complete SEO, and edit copy. Edit and schedule social media content. Research and write supplement guide for use on the website.

ACTIVE INTEREST MEDIA, Digital Intern

May 2017 – August 2017

Clean Eating/Vegetarian Times magazines: Build and schedule posts for magazine content and recipes in WordPress. Edit interviews and recipes for clarity and style. Help revamp publication websites.

HPC MEDIA, Reporter/Designer/Editor/Digital Media Manager

September 2012 – July 2016

Cover local news, interview, write, photograph, and research. Redesigned the weekly arrest paper, design newspaper spreads and special publications. Update website and social media accounts.

EDUCATION

MASTER OF ARTS

Journalism

Certificate in

Environment, Policy
and Society

University of Colorado

Boulder, CO

BACHELOR OF SCIENCE

Mass Communications

Minor in Italian

Virginia

Commonwealth

University

Richmond, VA

STUDY ABROAD

Università per Stranieri

Perugia, Italy

SKILLS

Adobe Creative Suite
(InDesign, Photoshop,
Illustrator, Premiere Pro,
After Effects), Canva

Social media (Facebook,
Pinterest, Instagram, X,
TikTok, Tome, Fable)

WordPress and similar
content management
systems, including
writing code

SEMRush and similar
SEO resources