S. Ashley Sandlin [b](https://ssandlin06.wixsite.com/ssandlin)ettereditor4you.com

(870) 919-5134 [ssandlin06@gmail.com](mailto:ssandlin06@gmail.com)

Skills

● Copywriting and creative design for social media platforms, broadcast and radio media

● Video editing and post production for promos, testimonials, PSAs and more

● Adobe software experience: Proficiency in Premiere Pro, Photoshop, InDesign

● Excellent communication skills; training, leadership, team building and intermediary skills

● Knowledge of DSLR equipment

Experience

JULY 2024 – CURRENT

**Elko Broadcasting Company** – *Production Manager*

● Create copy, edit and produce radio ads for clients and the public across 5 stations including Winnemucca

● Digital billboard revamp along with updated ads for clients and company

● Edit and promote on web ongoing programs such as Elko Live, Wellness Wednesday and Joe’s Fishing Hole

MARCH 2019 - MARCH 2020

**City of Jonesboro** - *Community Outreach Officer*

● Revamped dated print promotional materials

● Marketed digital and print ads for government programs to local non-profit organizations

● Content writing and photography for internal and external use

MAY 2015 - MAY 2017

**KAIT-8, Raycom Media** - *Marketing Producer*

● Topical copywriter and producer promoting nightly newscast and targeted special reports

● Produced promos sponsored by the station and other local businesses

● Content writing for social media, broadcast and radio

● Worked as a team to produce on-air proof of performances

JANUARY 2015 - JUNE 2015

**The Diamond Grill of Jonesboro** - *Marketing Consultant*

● Developed media plan for owners of local nightclub

● Improved atmosphere: trained employees, redesigned interior, introduced social media importance, assisted in revamping company

● Maximized efficiency, engagement and promotion to improve current business

Education

DECEMBER 2015

**Arkansas State University, Jonesboro** - *B.S. Strategic Communications,*

*Emphasis: Advertising*

Achievements

● Rising Star Award, KAIT-8, 2015

● Freshman Prize Writing Competition, Arkansas State University, 2009

● Advertising Vocational Course, Jonesboro High School, 2003 – 2004 2

Volunteer Activities

● Scout Leader, Quapaw Area Council, Jonesboro, August 2013 – June 2018

● PTA Volunteer, HWES, Jonesboro, October 2014

● Photographer, Warren Wedding, Jonesboro, July 2017

● The HUB data collector for grant opportunity, Jonesboro July 2019 – December 2019