

Ashley Mason

Writer

Summary

Fuses a background in business administration and online journalism with expertise in food writing to deliver thoroughly researched, search engine optimized articles spanning restaurant news, startup businesses, and healthful eating. Known for conceptualizing multi-media supplements and starting relationships with newly opened businesses.

Skills

Adobe Creative Suite
QuickBooks
Copyediting

Social Media
SEO
Hoot Suite

Basic HTML
Moveable Type
Google Analytics

Experience

Editorial Assistant, Tasting Table; New York, NY – January 2014-March 2014

Expanded the brand's social footprint on Twitter, Facebook, and Google Plus.
Composed trend-driven restaurant articles for a national publication.
Produced multimedia stories within a CMS using best SEO practices.
Developed weekly performance reports on all social media projects.

Assistant to the Owner, Delaney Barbecue; Brooklyn, NY – May 2013-Nov. 2013

Managed Twitter, Instagram, and Facebook accounts using HootSuite.
Collaborated with other department for social media initiatives and promotions.
Collected invoices and communicated with vendors about payment.

Editorial Intern, Eater.com; New York, NY – June 2012-May 2013

Wrote restaurant-driven posts for a nationally recognized online publication.
Created dining guides based on regional food trends.
Conducted interviews with chefs and restaurant owners from across the country.

Editorial Intern, Bon Appétit; New York, NY – August 2011-May 2012

Obsessively tracked up-and-coming restaurants and informed editors of trends.
Pre-interviewed restaurant owners for potential magazine features.
Completed market research for photo shoots and shopped for ingredients.

Fashion Features Intern, Vogue; New York, NY – January 2011-May 2011

Aided fashion writers with visual storytelling for online features.
Prepared products and accessories for photo shoots.
Demonstrated attention to detail in transcribing interviews.

Education

New York University, New York, NY – Journalism and Religious Studies, 2013