

# Ashley Cochrane

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## INTRODUCTION:

I have been actively seeking a career opportunity that would allow me to write about varied and dynamic topics. I like the challenge of transcribing difficult and abstract ideas into easily understood concepts. I enjoy editing and polishing writing. I aspire to make my writing my career.

## EDUCATION:

### **Bachelor of Journalism**

Ryerson University, Toronto, Ontario  
Class of 2015

#### Awards:

- English Excellence Certificate
- French Excellence Certificate
- Three original poems published in two amateur authors collections
- Photo and Digital Imaging Certificate
- Extended French Certificate
- First place in Ontario's Provincial Skills Canada Cardboard Boat Race Documentary Challenge

## SKILLS:

### Programing and Development

- Adobe Creative Suite 6
- HTML / CSS
- Final Cut Pro 7
- Nikon DSLR Cameras
- Microsoft Office Suite
- iNews

### Operating Systems:

- Windows
- Linux
- Chrome OS

### Communication Skills

- In-depth understanding of content delivery on multiple media platforms
- Capable of turning difficult and abstract ideas into easily understood concepts
- Comfortable and skillful interviewer who recognizes interviewees' values and voice
- Technologically proficient
- Understands the importance of harmony between a team of individuals
- Grammar enthusiast

## WORK EXPERIENCE:

### Process Pathways

January 2017 - Present

#### *Professional Services Consultant*

- Developed new Process Pathways website
- Manage Process Pathways website and content
- Manage Process Pathways social media accounts
- Host quarterly webinars
- Manage and write support site content, how-to guides, product manuals and white papers
- Manage Support Site ticketing system (Zendesk)
- Deliver software demonstrations
- Manage project delivery for ROMEO installations
- Assume lead analyst role for non-technical ROMEO installation tasks
- Deliver onsite and remote training to end users
- In charge of client communications
- Keep management team apprised of end user feedback relevant to product management initiatives

### Bentall Kennedy

May 2015 - Present

#### *Administrative Assistant / Accounts Payable*

- Assist the general manager and the vice president of leasing with tenant and corporate related matters
- Keep track of all World Exchange Plaza building operating costs to stay within capital budget
- Manage new website content
- Oversee safety alert system
- Edit documents and write bulletins
- Organize building functions
- Design posters
- Process and file invoices using ImageNow
- Organize and file all paperwork pertaining to contractors and tenants
- Answer phone calls and inquiries about the World Exchange Plaza
- Manage all mail directed to/sent from Bentall Kennedy

**Discovery Channel, Daily Planet**

**January - April 2015**

***Executive Assistant to Discoveries Producer (internship)***

- Research, understand and summarize new science and technology content for the daily show
- In charge of producing the Weird Planet segment of the show
- Write scripts for hosts
- Write online summarizations of the show
- Phone and e-mail contacts for resources
- Interview show subjects
- Attend shoots and assist producers
- Work in a fast-paced environment under same day deadlines

**NAV CANADA**

**May 2013 – Sept 2014**

***Flight Operations (co-op student)***

- Helped write sections of aviation manuals
- Involved with simplifying and summarizing Performance Based Navigation (PBN) information to be added to the Aviation Information Manual (AIM)
- Helped schedule and keep track of flights and procedures flown at airports across Canada
- In charge of keeping contact with the pilots and assigning them ground and flight work to complete
- Remapped NAV CANADA's flight paths across Canada to the most efficient route patterns
- Helped design company posters and have photographed and filmed NAV CANADA flights to make short personal documentaries

**Winners / Homesense**

**May 2012 - 2013**

***Sales Associate***

- Cashier
- Warehouse replenishment staff dealing with new store inventory

**Home Outfitters**

**2010 – 2013**

***Guest Services and Salesman***

- Guest Services and Sales associate
- HBC MasterCard and Credit card salesman
- Restocked and decorated the store

**The Shoe Company**

**2009 - 2010**

***Salesman***

- Shoe Salesman

**Tim Hortons**

**2009 - 2010**

***Key Holder***

- In charge of the staff, counting and refilling the cash registers and closing and locking the store

- Acted as supervisor during the manager's absence

**Cumberland Soccer Association**  
***Referee and Coach***

**Summers 2008-2010**

- Coached and refereed under 6 girls soccer teams

**Personal Interests**

- Piano
- Guitar
- Soccer
- Snowboarding
- Reading
- Writing

