

# Ashley P. Huntsberry-Lett

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## **EDUCATION**

**Master of Arts in Mass Communication—Journalism** • Expected May 2015  
College of Journalism and Communications, University of Florida, Gainesville, FL  
Current GPA: 3.77

**Bachelor of Arts in English** • May 2013  
University of Florida, Gainesville, FL  
Minors in Business Administration and Mass Communication, 3.02 GPA

## **EXPERIENCE**

### **Contributing Writer, AgingCare.com**

Naples, FL • June 2014—Present

- Researches, pitches, and composes original articles to inform and empower caregivers and seniors
- Utilizes an online content management system to quickly and accurately publish stories and news online
- Develops strategies and tactics for effectively marketing both print and web content

### **Contributing Writer, Palm Beach Media Group**

Gainesville, FL • October 2012—Present

- Conducts research and long-distance interviews for articles
- Composes various kinds of freelance pieces for four Florida-based publications including Naples Illustrated, Weddings Illustrated, Fifth Avenue Magazine, and the Annual Charity Register

### **Communications Intern, Rookery Bay National Estuarine Research Reserve**

Naples, FL • June 2014—July 2014

- Monitored numerous print and online media outlets for organizational coverage
- Prepared announcements about upcoming events for release to the press
- Updated, digitized, and organized the communications department's media contact list for efficient dissemination of press releases
- Digitally archived 4 years of back-issues of monthly e-newsletters
- Contributed to the website's Field Notes blog
- Aided in repairing and updating informational signs along reserve trails

### **Editorial Intern, Naples Illustrated**

Naples, FL • May 2012—September 2012

- Conducted interviews and wrote an extensive number of articles for various sections of the print publication and website
- Compiled vital information for upcoming and evergreen features
- Fact-checked and edited article proofs prior to publishing
- Participated in monthly creative meetings with fellow staff
- Maintained the event calendar on the Naples Illustrated website

- Proposed ideas for new articles and local features

### **INVOLVEMENT**

#### **Volunteer, NCH North Naples Hospital**

Naples, FL • May 2007—December 2008

- Operated call boards for the entire surgical floor and facilitated communications between busy nurses and patients
- Transported patients to and from their rooms and various diagnostic and surgical wings
- Greeted, informed, and directed visitors and patients at the main entrance

#### **Volunteer Kitten Foster, Alachua County Humane Society**

Gainesville, FL • August 2013—Present

- Fosters newly rescued or orphaned kittens until they are old enough to be spayed/neutered and offered for adoption
- Provides kittens with special medications and/or frequent bottle-feeding
- Aids in training, housebreaking, and socializing young feral cats