

ASHLEY SIU

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EXPERIENCE

News Writer/Producer, ABC7 News (San Francisco, CA)

2017-Present

- Write, edit video and create graphics for anchor reads
- Fill-in produce the 4:30am/5am/6am of 'ABC7 Mornings' and 11am 'Midday Live' shows
- Select stories that are fresh and relevant to morning viewers
- Pitch and assign stories to morning reporters
- Monitor social media, news wires and Google trends for trending or breaking news
- Find creative ways to showcase monitors, couch and desks in the studio
- Write web stories and edit videos published on abc7news.com

Morning News Producer, WREG News Channel 3 (Memphis, TN)

2015-2017

- Produced the most watched morning newscast in the Mid-South
- Wrote anchor reads and reporter live shots for the 5am half hour of 'Daybreak'
- Listened to police/fire scanners and dispatched crews to breaking news
- Published stories on wreg.com via Wordpress, sent push alerts for app users

Producing Intern, WSTM CNY Central (Syracuse, NY)

2014-2015

- Produced half of the 11pm and 5pm newscasts once per week
- Wrote web stories and anchor reads from press releases
- Selected national/international stories for newscasts from wires/NBC affiliate video databases
- Screened video from photographers, noting compelling sound bites and visuals

Production Intern, NBC Nightly News with Brian Williams (New York, NY)

Summer 2014

- Selected by the Asian American Journalists Association as an NBC Summer Fellow
- Conducted story research and logged interviews for field producers
- Used social media to gather information/pictures/video, reached out to users for interviews
- Pitched story ideas to senior producers

Executive Producer/Reporter, CitrusTV News (Syracuse University campus station)

2013-2015

- Produced half-hour evening newscasts on Mondays
- Managed writers, photographers, reporters and production crew
- Filmed, wrote and edited reporter news packages

SKILLS

- | | | |
|-----------------------|-------------------|------------------------------|
| • Microsoft Office | • Adobe Photoshop | • Twitter/Facebook/Instagram |
| • Final Cut Pro/Edius | • ENPS/OPUS | • Slack |
| • Wordpress | • Megaphone | |

EDUCATION

University of Florida Online

2020-Present

- College of Journalism and Communications
- M.A. Mass Communications with Specialization in Web Design

Syracuse University Syracuse, NY

2012-2015

- S.I. Newhouse School of Public Communications
- B.S. Broadcast and Digital Journalism, Minor in English and Textual Studies
- Chancellor's Scholar
- Magna Cum Laude