



ASHLEY MOON

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EDUCATION

Howard Payne University

Anticipated Date of Graduation: December 2015

- Communications Major (Public & Media Relations Emphasis)
- Journalism Minor
- President's List (Fall 2012)
- Study Abroad – London (Spring 2013, Spring 2014)

WORK EXPERIENCE

Yellow Jacket Newspaper

Brownwood, TX

General Staff

August 2012 – May 2013

- Reported on current events and wrote multiple feature articles biweekly
- Photographed most campus events, which were published in newspaper and yearbook
- Designed newspaper layout on a weekly basis using Adobe InDesign

Editor of Photography

August 2013 – May 2014

- Recruited and trained new photographers and design staff
- Charted and assigned all events which needed to be photographed

Editor in Chief

Position to begin September 2014

Intern, Sebastien Pons Photography

January 2014 – April 2014

London, UK

- Held reflectors, polished products, and offered artistic direction in 15+ photo shoots
- Set up lighting and prepared studio before each shoot
- Designed templates and updated blog with fresh work
- Researched and contacted agents and creative directors

McDonald's Account Service Intern, Moroch Partners

Summer 2014

Dallas, TX

- Photographed 3 events for McDonald's local social media outlets
- Assisted in the distribution of materials for the Texas Two Step campaign
- Collected and analyzed PR data for STAAR Breakfast Campaign
- Sorted and categorized over 100,000 coupons for client reimbursement
- Organized and managed the distribution of monthly marketing updates to clients

Freelance Media Artist

December 2010 – Present

Waxahachie, TX

- Designed graphic advertisement posters to recruit newspaper staff
- Photographed and retouched photos of families and individuals for their personal and professional needs

LEADERSHIP

Official Vlogger, CAPA International

January 2014 – April 2014

- Concepted, created and submitted weekly video blogs on deadline
- Videos were published on CAPA World Blog and other social media sites
- Awarded \$1,400 scholarship

Campus Tour Guide, Jacket Ambassadors

September 2014 – Present

- Promoted Howard Payne University by giving campus tours to potential students and their parents
- Granted position through lengthy application process, including multiple interviews