

ashleysiu

tel: (714)726-0918

reel: ashleysiu.com

email: ashley.c.siu@gmail.com

EXPERIENCE:

News Writer/Producer, ABC7 News (KGO)

San Francisco, CA | 2017 - Present

- Produce 'ABC7 Mornings' & 'Midday Live' shows, as well as breaking news cut-ins & GMA local news cut-ins
- Took command in the control room during breaking news coverage of the San Jose VTA mass shooting
- Contributed to 40+ hours of wall-to-wall wildfire coverage
- Pioneered the morning 'Catch-up', a news roundup video produced specifically for web
- Edit long-form interviews for connected TV apps
- Team player who adapts to the abilities of other producers & directors
- Pitch & assign stories to morning reporters
- Write web stories for abc7news.com

Morning News Producer, WREG

Memphis, TN | 2015 - 2017

- Produced the most-watched morning newscast in the Mid-South
- Landed 2am interview with the family of a teen involved in a deadly shooting
- Intervened when senior producer fell ill about an hour before showtime to get clean newscast on air
- Wrote anchor reads & reporter live shots
- Listened to police/fire scanners & dispatched crews
- Published stories on wreg.com, sent push alert to app users

Producing Intern, WSTM CNY Central

Syracuse, NY | 2014 - 2015

- Produced half of the 11pm & 5pm newscasts once per week
- Logged interviews & video

Production Intern, NBC Nightly News

New York, NY | Summer 2014

- Selected by the AAJA as an NBC Summer Fellow
- Conducted story research
- Used social media to gather elements & find interviewees

SKILLS:

- Adobe Premiere, Final Cut Pro, Edius
- Dalet, ENPS
- Megaphone
- Facebook, Twitter, Instagram
- Microsoft Office
- Slack
- Adobe Photoshop, Illustrator, InDesign
- HTML, CSS, Javascript, PHP
- Wordpress

EDUCATION:

University of Florida

Online | Jan. 2020 - Aug. 2021

- M.A. Mass Communication with Specialization in Web Design
- Learned how to code & customize themes & apps for CMS platforms, like Wordpress
- Developed a strong understanding of SEO & digital marketing strategies
- 4.0 GPA

Syracuse University

Syracuse, NY | 2012 - 2015

- B.S. Broadcast & Digital Journalism
- Minor in English & Textual Studies
- Chancellor's Scholar
- Magna Cum Laude