

Abron Ards

ORLANDO, FL (AVAILABLE TO RELOCATE) | PHONE: 404 721-7486 | ABRON@ABRONARDSMEDIA.COM

PERSONAL I am an entertainment journalist and writer with a strong passion for pop culture and storytelling. My goal is to help tell the stories of those who are adding to the cultural conversation of art and entertainment. In addition, I also enjoy reporting on breaking news and hot topics in my video blog series. My work has been published in both [VENTS Magazine](#) and [LaPalme Magazine](#). To see my full portfolio, you can visit my website www.abronardsmedia.com.

- EXPERIENCE**
- Celebrity Entertainment Feature Writer** **February 2022 – April 2022**
Nicki Swift Entertainment
- I researched, pitched, and wrote feature articles on celebrity news stories for digital and online media, writing each story in a clear, accurate, and conversational manner and tone.
 - I collaborated with editors to ensure my work met all writing guidelines, tone, and deadlines.
- Entertainment Journalist and Writer** **September 2021 – Present**
Freelance
- Conduct interviews with pop culture personalities, celebrities, and influencers.
 - Write compelling editorials and profile interviews that are magazine published.
 - Report on breaking news stories on my blog series, [Abron's Hot Take](#), where I draft scripts and talking points, cross-reference, and fact-check sources, and produce all editorial content.
- Senior Account Executive** **June 2019 – October 2019**
DCG Communications
- Developed and wrote monthly marketing and outreach tool kits.
 - Managed and published all social media content and messaging, boosting engagement by 20%.
 - Drafted talking points for senior management for speaking engagements, Capitol Hill presentations, national conferences, and media and press coverage.
- Copywriter and Editor** **May 2018 – May 2019**
Aptive Resources, LLC
- Drafted all original written content such as newsletters and resource packets for client deliverables.
 - Led end-to-end planning, development, and production of monthly written content and email marketing by writing stories; conceptualizing pieces for images and graphics, designing layouts, and supporting distribution.
- Marketing and Communications Consultant** **October 2016 – May 2018**
MBL Technologies Inc.
- Drafted internal newsletter to share pertinent information on department changes, transitions, announcements, and key company milestones.
 - Supported monthly meetings by drafting agendas, transcribing, and drafting meeting minutes for review, director approval, and dissemination among staff.

EDUCATION **American University, 2016**
Master of Arts, Strategic Communication

Rollins College, 2015
Bachelor of Arts, Communication Studies – Concentration in Public Relations