

ABRON ARDS

ENTERTAINMENT JOURNALIST | FREELANCER

Orlando, FL
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www.abronardsmedia.com



Experienced entertainment journalist with demonstrated record of published feature writing. Skilled celebrity interviewer and pop-culture profiler. Published editorial and profile writer for both digital and print media. Successful freelance reporter with established record of collaboration with a variety of media outlets. Maintain an extensive online portfolio of reporting, editorials, features, profiles, and other work at www.abronardsmedia.com

SKILLS

Journalism and Reporting	Editorial Writing	Profile Creation
Celebrity Interviews	Fact-Checking	Marketing Communications
Research	Story Conceptualization	Script Writing

EXPERIENCE

Abron Ards Media

September 2021–present

Freelance Entertainment Journalist and Writer

- Conduct interviews with pop culture personalities, celebrities, and influencers.
- Write compelling editorials and profile interviews that are magazine published, including articles in [VENTS Magazine](#) and [LaPalme Magazine](#).
- Report on breaking news stories on my video blog series, [In Context: Beyond the Headlines](#).
- Draft scripts and talking points, cross-reference and fact-check sources, and produce all editorial content.

Nicki Swift Entertainment

February 2022–April 2022

Celebrity Entertainment Feature Writer

- Researched, pitched, and wrote feature articles on celebrity news stories for digital and online media.
- Ensured appropriate clarity and accessible tone for all stories.
- Collaborated with editors to ensure adherence to all writing guidelines, tone, and deadlines.

DCG Communications

June 2019–October 2019

Senior Account Executive

- 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.

Aptive Resources, LLC

May 2018–May 2019

Copywriter and Editor

- Drafted all original written content, including newsletters and resource packets for client deliverables.
- Led end-to-end planning, development, and production of monthly written content and email marketing.
- Wrote stories, conceptualized pieces for images and graphics, designed layouts, and supported distribution.

MBL Technologies, Inc.

October 2016–May 2018

Marketing and Communications Consultant

- 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.
- Conducted original research, and interviewed internal staff, external stakeholders, and management to gauge employee performance and improve efficacy and transparency.

EDUCATION

M.A., 2016 **American University**, *Strategic Communication* Washington, DC

B.A., 2015 **Rollins College**, *Communication Studies–Public Relations Concentration* Winter Park, FL

REFERENCES

Available upon request.