

# CASSIDY KEI TROWBRIDGE

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## OBJECTIVE

To obtain a full-time reporting position with a respected business publication, working in an innovative editorial team to produce engaging and impactful news content.

## EDUCATION

**Bachelor of Arts in Journalism and Mass Communication** 2013-2016

Arizona State University

*Walter Cronkite School of Journalism and Mass Communication*

Minor: Business from the W.P. Carey School of Business

- Selected as one of three “2016 Outstanding Graduates”
- Inducted into Kappa Tau National Honors Society, for ranking top 10 percent of class and for scholarship in journalism and mass communication.

## EXPERIENCE

**Administrative Assistant** Sept. 2016 – Present  
*Society of Business Editors and Writers* Phoenix, Arizona

- Streamlined daily tasks to Google Forms for vendors and job postings
- Composed and edited weekly email announcements for MailChimp
- Drafted comprehensive conference session evaluations
- Created and queued engaging social media posts for Twitter and Facebook
- Live-tweeted conference sessions, teletraining sessions and speeches
- Produced slideshows, nametags and other graphics for print
- Maintained the organization's website by posting and editing content
- Helped run and produce news during Chicago and DC conferences

**Dow Jones News Fund Intern & Editorial Assistant** June 2015 – Present  
*Phoenix Business Journal* Phoenix, Arizona

- Interviewed local business owners and executives, writing two stories daily for web and print
- Reported on entrepreneurship, wages, nonprofit organizations, and commercial real estate
- Published 100+ stories online and produced three cover stories
- Photographed and took video of events, executives and news events
- Oversaw weekly calendar and spotlight sections for print and uploaded content to web

**Photographer** Sept. 2013 – May 2014  
*ASU School of International Letters and Cultures* Phoenix, Arizona

- Captured cultural events on campus, guest musical performances and portraits of staff
- Responsible for following strict university guidelines for ASU branding
- Communicated with SILC staff weekly with regards to creative direction and assignment
- Edited photos for promotion of the school online and in print

## SKILLS

Adobe Creative Suite (Photoshop, InDesign, Premiere, Illustrator) • Microsoft Programs (Word, Excel, Powerpoint) • Social media (queueing content, analytics, graphics) • Wordpress • Live streaming via Facebook, Periscope and Twitch • HTML • CSS • Bootstrap • AP Style