

ASHLEIGH RENÉE HOLLOWELL

Writer, Media and Communications Strategist, Journalist

📞 (510) 722-4782 @ ashleighreneer@gmail.com 🔗 linkedin.com/in/ashleigh-hollowell 📍 Pueblo, Colorado

EXPERIENCE

News Reporter

Becker's Healthcare

📅 01/2023 - 08/2024 📍 Chicago, IL

- Delivered precise and impactful healthcare reporting on infection control, oncology, and cardiology, contributing to a doubling of newsletter readership
- Covered significant legal developments, such as the Connecticut Attorney General's lawsuit against Stone Academy following its abrupt closure
- Analyzed public health trends and provided insights into emerging health concerns, such as the CDC's updates on a fungal meningitis outbreak linked to cosmetic procedures in Mexico
- Reported on hospital workplace violence and emergency medicine, highlighting solutions and outcomes

Staff Writer, Senior Copy Editor

VentureBeat

📅 10/2021 - 01/2023 📍 San Francisco, California

- Wrote comprehensive pieces on emerging AI trends, including retail AI's performance during economic downturns and the rapid advancements in healthcare AI
- Interviewed technical decision makers, CEOs, and industry experts on artificial intelligence and data, producing timely and accurate news reports
- Highlighted sectors where AI is expected to thrive, such as workplace automation, data-driven decision-making, and generative AI applications
- Maintained editorial excellence by enforcing style guide standards and fact-checking protocols

Content and Communications Coordinator

Hanson Bridgett LLP

📅 08/2020 - 10/2021 📍 San Francisco, California

- Partnered with legal teams to develop strategic communications, strengthening client relationships and contributing to successful RFP responses that secured new firm business
- Increased media coverage by crafting compelling press releases, securing placements in top outlets like the *Los Angeles Business Journal*
- Enhanced brand consistency by maintaining and updating the company style guide and updating content accordingly
- Led media outreach by drafting press releases securing coverage for firm achievements, including national awards, top law firm rankings, and key attorney appointments

Assistant Director of Development Communications

University of San Francisco

📅 01/2018 - 08/2020 📍 San Francisco, California

- Partnered with university departments to align messaging and create cohesive content to support and launch USF's \$300M capital campaign
- Authored impactful donor feature stories, highlighting philanthropic efforts
- Developed strategic communication plans alongside the director that increased donor engagement and university funding
- Increased donor engagement and contributions by developing and distributing compelling monthly newsletters, annual giving marketing, and planned giving marketing
- Communicated initial COVID-19 response efforts and showcased how alumni-owned businesses adapted during the pandemic

SUMMARY

Versatile writer and communications strategist with a strong background in healthcare journalism, content creation, and strategic storytelling. Skilled in research, reporting, SEO, AP Style, and multi-platform content strategy. Graduate research focused on media ethics and digital storytelling.

EDUCATION

M.S. - Communications, Journalism Innovation

Syracuse University

📅 07/2022 - 10/2023 📍 Syracuse, New York

- 4.0 GPA

B.A. - Mass Communications, Journalism

Colorado State University Pueblo

📅 08/2014 - 12/2017 📍 Pueblo, Colorado

- Summa Cum Laude | 3.9 GPA

AWARDS



Outstanding Achievement in Journalism Innovation

Issued by Syracuse University - Newhouse School of Public Communication · Dec 2023



Third Place: Digital Media - Business & Technology Journalism

Issued by San Francisco Press Club · Dec 2022

SKILLS

InDesign

Joomla

Photoshop

RFPs

Google Analytics (GA4)

Research

Video

AP Style

Copywriting

Editing

Newsletter Writing

Web Writing

Social Media

Podcasting

Salesforce

SEO

WordPress

Data Journalism

Gmail

EXPERIENCE

Intern Reporter

Colorado Springs Business Journal

📅 01/2017 - 12/2017 📍 Colorado

- Reported on organizational developments and covered rebranding efforts of entities like the Mountain States Employers Council to Employers Council
- Featured local business successes and authored profiles on thriving Southern Colorado enterprises, such as Gobin's Office Supply's 50-year legacy and Crossconnect's IT expertise
- Covered community initiatives and reported on collaborations between Southern Colorado residents and city officials to revitalize historic neighborhoods

Freelance Reporter

Pueblo PULP News

📅 09/2015 - 05/2017 📍 Pueblo, Colorado

- Examined local real estate trends and discussed the dynamics of the local housing market, highlighting the challenges and opportunities in affordable housing
- Covered environmental and public safety concerns and reported on unpredictable weather patterns in Colorado and the associated fire threats, emphasizing the need for burn restrictions
- Highlighted public health achievements and reported on the significant decline in the county's teen birth rate, attributing the decrease to improved access to resources and unified public health messaging

Freelance Journalist

Pikes Peak Courier

📅 11/2013 - 08/2015 📍 Colorado

- Investigated public safety and environmental concerns and analyzed the financial implications of speeding violations in Teller County and reported on the health of local bee populations
- Explored historical and cultural narratives and authored pieces on Teller County's outdoor attractions and the history of its lost cities, enriching community heritage appreciation
- Covered community development initiatives and highlighted the economic impact of Charis Bible College on Woodland Park's retail sector and the designation of Victor as a Main Street community

CONNECT



LinkedIn

<https://www.linkedin.com/in/ashleigh-hollowell>



Portfolio

<https://www.ashleighswork.com/>