

# Ashley Matthews

Represented by TV Talent Agents – Paul Brewer – 706-836-5290 – paul.brewer11@comcast.net

## Profile

Motivated, personable newsroom leader and mentor always willing to help. Proven track record with improving ratings while implementing new, fresh ideas. Understands and communicates well in Spanish. Talent for quickly mastering technology – proficient in INEWS, ENPS, EZNEWS, EDIUS, iMovie, Final Cut Pro, Avid Media Composer, Weather Central, Live Cam HD, along with Sony and Panasonic 2 cameras.

Flexible and versatile – several years of training as an Anchor, Executive Producer, Reporter, Daily Weather Forecaster, Director and Assignment Editor. Thrive in deadline-driven environments. Excellent team-building and mentoring skills. Avid member and volunteer of several non-profit organizations throughout the community.

## Professional Anchor/Reporter/Producer Experience

### **WMTV-TV: NBC AFFILIATE *Madison, WI Nov. 2013- Present***

Weekday Morning Anchor/Producer/Reporter

Format three hours worth of material daily. Find story content, update social media, train new producers/reporters.

Update stories during shows, book and perform live interviews in studio. Continue to gain contacts in the community.

Employee of the Month May, 2014 and August, 2015. Solely responsible for weekly segment, “Road Trippin’ with Ashley” and daily “Top Five.” Live reports from sporting events, festivals, community events and breaking news.

Fill-in Anchor for Evening Newscasts during summer months, 2014, station received #1 ratings for 5pm, 6pm and 10pm.

Wisconsin Broadcaster's Association awards: Best live reporting, best feature and best morning show, 2014.

### **KJCT-TV: ABC AFFILIATE *Grand Junction, CO Oct. 2012-Nov. 2013***

Weeknight Anchor/Producer/Reporter

Proof read early newscasts, help reporters with story ideas, setting up interviews and writing scripts; assignment edit daily.

Update all social media sites and station website with nightly news stories/breaking news.

Prepare and Anchor daily newscasts; 5pm, 6pm and 10pm. Increased ratings after each sweeps period since employment.

Co-produce 10pm newscast daily and write all teases. Conduct live interviews in studio and in the field.

Employee of the month- May 2013. Assist and manage newsroom interns.

Report; several stories appeared regionally and nationally on other media outlets; perform live shots when not in the studio.

### **KREX-TV: CBS AFFILIATE *Grand Junction, CO Feb. 2010- Aug. 2011***

Executive Producer/Morning Anchor/Weather Forecaster/Reporter

Start-to-finish formatting all morning and noon shows. Collect all materials for shows, including shooting, writing and editing own VOs, SOTs and news packages.

Update all social media sites and station website with daily news content and live guest interviews.

Prepare and announce daily weather forecasts for morning and noon shows.

Perform live shots during early morning breaking news. Fill-in camera operator when needed.

Solo Anchor, Weather Forecaster and Producer for extended period of time for morning and noon shows, Monday-Friday.

Earned highest rated noon show in the history of KREX-TV. Highest rated show out of all KREX-TV newscasts.

Manage production staff, reporters and interns during morning hours and assignment edit.

### **KAWE-TV: PBS AFFILIATE *Bemidji, MN March 2009- Feb. 2010***

Anchor/Reporter/Producer

Work as a “one-man-band.”

Anchor and produce 6pm update and 10pm newscast.

Promoted within four months to have sole responsibility for weekly news segment, “In Focus.”

Mentor and manage interns, train new reporters.

### **ABC7-TV: ABC AFFILIATE *Los Angeles, CA 2008-2009***

Production Assistant- Investigated breaking news and story ideas, contacted guests, and assisted in shoots/interviews.

Chosen by producers and on-air talent to assist at the 2008 Academy Awards.

### **KLOS 95.5 *Los Angeles, CA 2008-2009***

Marketing and Production Coordinator- Assisted on-air talent with contest giveaways, managed and trained event staff.

Wrote scripts for the nationally syndicated morning show, “Mark and Brian.”

### **KNSD NBC 7 *San Diego:***

Intern writer for weekend morning show- 2007.

## Education

**CALIFORNIA STATE UNIVERSITY- SAN MARCOS *Dec. 2007 Bachelor of Arts – Communications, cum laude***