

CASSIDY KEI TROWBRIDGE

Phoenix, Arizona • 928-358-8282 • cassidytroubridge@gmail.com • cassidykei.com

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 Alpha National Honors Society

EXPERIENCE

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

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

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