

Ashqelynn “Ash” Ayers

Communications Specialist and Content Strategist

Turning ideas into content that drives audience action.

Award-winning content strategist with a television producing background and a track record of turning complex ideas into conversational stories that connect with viewers across every platform. Detail-oriented and deadline-driven, with experience overseeing end-to-end creative production, internal communications for a 700+ member national organization, and in-person and virtual member events. A clear, direct communicator who partners easily with stakeholders to keep brand guidelines, deadlines and quality standards on track for high-impact campaigns, with hands-on expertise managing websites, social platforms and newsletters that drive real engagement.

EXPERTISE

- Media Production
- Content Management Systems
- Project Leadership
- Writing and Editing
- Stakeholder Engagement
- Email Marketing
- Newsletter Strategy

PROFESSIONAL EXPERIENCE

NATIONAL BLACK CAUCUS OF STATE LEGISLATORS (NBCSL)

Washington, D.C. (Remote)

02/2026 - Present

Communications Manager

Own internal, member-facing communications for a national membership organization of 700+ state legislators. Manage email marketing, newsletters, website content, organization-wide messaging, and in-person and virtual member events.

- Plan and execute in-person events for legislators and high-profile members, managing registration, presentation design and signage.
- Boosted email open rates to 42%, 7 points above industry average, driving engagement across a 700+ member organization.
- Applied WordPress expertise to manage ongoing website updates, including monthly newsletter publication, breaking news stories and content corrections.
- Produce webinars for members, coordinating scheduling, speaker logistics and platform setup.
- Streamlined the newsletter editorial workflow, cutting turnaround time with vendors while keeping member-facing distribution on schedule.

MATTER OF FACT WITH SOLEDAD O'BRIEN (Hearst Media Production Group)

Washington, D.C. and New York, NY

11/2018 - 08/2025

Supervising Producer

Pitched, wrote, and edited impactful stories using original and sourced footage. Steered a team of 25 (correspondents, editors, producers and graphics designers) while identifying opportunities to drive traffic and engagement through editorial packaging and headline writing.

- Reached key demographic of viewers ages 25-54 by researching topics to write in-depth interview questions for impactful segments.
- Awarded 3 Telly Awards

- o Silver Telly Award (2025)
 - General-News and News Feature for Field Producing
- o Golden Telly Awards (2024)
 - Best News Feature Show
 - Best Video Journalism
- Led show's post-production process, averaging 1M weekly viewers by delivering deadline-sensitive content and supervising nearly 200 hours of show programming.
- Spearheaded creative strategy, achieving almost 2M viewers during season 9 (Sept. 2024) by aligning show goals without losing editorial-first, creative soul at the heart of programming.
- Delivered impactful writing and editing, including:
 - o Peaked at 50k subscribers for Matter of Fact's bi-weekly newsletter with social-forward dynamic storytelling, driving viewers to YouTube channels.
 - o Expanded communities across multiple platforms, increasing engagement. Final numbers at wrap of show: (X/Twitter: 61.2k; Facebook: 40.5k; YouTube: 35.4k; Instagram: 11.9k)

WRC-TV (NBCUniversal)*Washington, D.C.***01/2018 - 11/2018****Content Producer**

Produced, wrote and edited political, local and feature news to enrich and inform communities in Washington, D.C., Virginia and Maryland.

- Increased ratings to become number-one rated morning newscast in District.

NEWS ONE NOW WITH ROLAND MARTIN (TV One)*Washington, D.C.***12/2015 - 12/2018****Segment Producer**

Generated original ideas, shaped narratives and guided content from concept through final delivery as the only news show catering to a majority Black American audience across the nation.

- Received NAACP Image Awards Nominations (2015 and 2016)
 - o Recognized for outstanding news / information.

KRIV-TV (Fox Corporation)*Houston, TX***05/2011 - 11/2015****Morning News Line Producer**

Used quick editorial judgement as the lead producer for top-rated weekend morning newscasts.

- Boosted ratings by 20% for 6am Saturday and Sunday newscasts.

HOUSTON ROCKETS (National Basketball Association)*Houston, TX***08/2009 - 05/2011****Marketing Associate**

Elevated the Brand Experience department by assisting with fan experiences at games, city festivals and trade shows with interactive stations for guests.

- Increased ticket sales and strengthened community relations by leading brand activations, remotes, events, van appearances and other marketing and promotions team activities.

ADDITIONAL ACCOMPLISHMENTS**Harvard Leadership Development Program**

Issued by Harvard Business Publishing Corporate Learning, 2022

Participated in 11 hours of online training webinars targeted at building strong team management skills. Completed coursework that required upwards of 3 hours of work per week.

- Developed a leader mindset that led to a promotion as supervising producer

National Academy of Television Arts and Sciences (The Emmys)

Served as judge for the 2024 News and Documentary Emmy Awards.

- Evaluated and scored a selection of nominated journalists and their stories that led to them receiving national recognition for their outstanding work.

EDUCATION

Bachelor of Arts (BA), magna cum laude, Mass Communication: Electronic Media

Texas State University-San Marcos, San Marcos, TX