

Ashqelynn “Ash” Ayers

Columbus, OH

Content Developer and Strategist

Produce engaging content that amplifies brands and resonates with target audiences.

Award-winning creative powerhouse with a proven track record of transforming complex ideas into conversational stories that hit home with viewers across all platforms. Detail-oriented, deadline-driven, growth-minded manager skilled in overseeing the end-to-end creative production process. Clear, direct communicator who comfortably collaborates with key stakeholders to ensure all brand guidelines, deadlines and quality standards are met in high-impact campaigns. Advanced knowledge in managing websites, social media platforms and newsletters to drive engagement and calls to action.

Expertise

- **Media Production**
- **Project Leadership**
- **Creative Planning**
- **Writing and Editing**

Professional Experience

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
 - **Silver Telly Award (2025)**
 - General-News and News Feature for Field Producing
 - **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:
 - Peaked at 50k subscribers for Matter of Fact's bi-weekly newsletter with social-forward dynamic storytelling, driving viewers to YouTube channels.
 - 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)
 - 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, fan 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, 05/2007