

Ashleigh Joplin

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SUMMARY

An experienced multimedia leader with an 11-year track record of elevating coverage and optimizing operational efficiency. Accomplished in both newsroom management and video journalism, adept at delivering top-tier content across diverse subjects. Nationally recognized producer for significant news events and multimedia initiatives.

EXPERIENCE

Baltimore Witness

Newsroom manager | **2022 - 2023**

Managed a team of two staff reporters and hired and trained a small team of interns in how to cover homicide and non-fatal shooting cases in Baltimore City Circuit Court. Oversaw daily data collection and reporting to ensure quality and accuracy. Spearheaded initiatives to enhance coverage, improve educational training, and streamline operations.

- Overhauled daily case tracking, policy agreements, style guides, and staff manuals to enhance internal communication and set standardized policies.
- Designed a 16-week curriculum program for interns that prepared participants with skills in writing, reporting and knowledge of the criminal justice system.
- Launched an onboarding program emphasizing company culture and skill development, leading to improved employee retention and satisfaction.
- Implemented a daily, weekly, and monthly goal-setting roadmap to boost productivity and align the team with the company's mission.

The Washington Post

Video Journalist | **2016 - 2021**

Worked on an award-winning team specializing in live political coverage and breaking news events. Deployed across the country and filed stories from the scene. Filmed, produced and edited high-quality videos as a solo-shooter, covering features, politics and sports. Reported live on camera during major news events.

- Reported, filmed, and edited feature stories, including a short documentary on the late [restaurateur B. Smith](#), which sparked a national discussion on Alzheimer's care across networks and daytime talk shows such as CNN, The Talk and Dr. Oz.
- Field produced live political coverage from Capitol Hill and the campaign trail, including during the 2016 and [2020 elections](#).
- Conducted, filmed and edited high-profile interviews autonomously with notable figures

such as Mo'nique, Kenan Thompson, Ruth E. Carter, Katie Ledecy, Jennifer Lewis, Joan Baez, Ms. Pat, Amanda Seals and John Lewis.

- Worked on cross-collaboration multimedia projects on notable news events that pushed company innovation.

Video Editor | **2013-2016**

Edited breaking news packages and original stories, including on-screen text, voiceovers and reporters on camera. Sourced, monitored and edited live video feeds. Coordinated with editors to curate stories on the homepage.

- Analyzed daily news trends using Chartbeat and Google Analytics to assess video traffic and metrics to optimize viewership and foster online community growth.
- Managed live streaming logistics and conducted thorough edits from news events.
- Sole evening editor tasked with acquiring, licensing, and sourcing of user-generated content and local news station packages to curate social content, produce live events and optimize for Washington Post platforms.
- Awarded the Edward R. Murrow Award for Continuing Coverage, contributing three of five stories on the 10th anniversary of Hurricane Katrina.

EDUCATION

Masters of Arts (MS), Journalism, Northwestern University, Evanston, Ill.

Bachelor of Arts (BS), Journalism, Northwestern University, Evanston, Ill. (Spanish double major)

SKILLS

- **Certification:** Google Project Management Google Professional (In progress)
- **Software:** Adobe Premiere Pro (10 years experience), Photoshop, Audition, WordPress
- **Cameras and equipment:** Sony FS5, A7s, Canon, LiveU, DJI Mavic, Mevo, GoPro; able to set up cameras, lighting and audio in studio and in the field
- **FAA Part 107 Certified** to fly drones
- **Language:** Conversational Spanish

AWARDS

- Recipient of two Edward R. Murrow Awards, including one for the story on the late restaurateur B. Smith which contributed to the [Award for Organization Overall Excellence](#) in 2020, alongside recognition for [Continuing Coverage on Hurricane Katrina](#) in 2016.
- Among 30 selected for the [2023 Poynter Leadership Academy for Diversity in Media](#), a prestigious seminar empowering leaders to become self-aware managers, visionaries and change agents.
- Recipient of four awards from the Society of Features Journalists
- White House Correspondents Association Scholar, 2013