

Ashton Alvarez

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EDUCATION

The University of Kansas

Expected May 2026

Lawrence, Kansas

- Bachelor of Science (B.S.): Journalism, minor in Business

RELEVANT COURSEWORK AND WORK SAMPLES

[Link to Portfolio](#)

Multimedia Editing, Multimedia Reporting, Data Storytelling, Media Writing for Audiences, Digital Marketing, Communications, Advertising, and Public Relations, Economics of Business

EXTRACURRICULAR ACTIVITIES

IPG Health (McCann Global Health) - *Copywriting Intern*

June 2025 - August 2025

New York, NY

- Wrote client-facing email and social media copy for the McCann Global Health accounts, tailoring messaging across platforms and contributing to live campaigns with real-world impact.
- Collaborated with interns across agencies on a cross-functional pitch for a disease-state awareness campaign, while managing day-to-day creative work at McCann. Gained hands-on experience in campaign development, creative workflow, and team communication through briefs, feedback sessions, and mentorship check-ins.

Row New York - *Mentor*

August 2024 - June 2025

New York, NY

- Former club member, serving as a mentor to new college students. Supported mentees in balancing academic responsibilities with personal development and fostering their transition to college life and long-term success.
- Communicated weekly with mentees and the program director. Took detailed and organized notes during mentoring sessions to track progress, identify areas for improvement, and provide tailored academic support for each student.

University Daily Kansan - *Editor*

January 2025 - May 2025

Lawrence KS

- Edited, fact-checked, and refined articles to ensure accuracy, clarity, and adherence to AP style, enhancing the overall quality of published content.
- Collaborated with writers and section editors to develop engaging stories, met tight deadlines, and maintained the publication's journalistic integrity.

Big Brother Big Sister (Capital One) - *Mentee*

September 2019 - December 2025

New York, NY

- Regularly met with a professional mentor to discuss growth, career exploration, and postsecondary planning.
- Attended weekly events to network with an executive from Capital One.

Accent (KU's first international news show) - *Crew Member*

January 2022 - May 2022

Lawrence, KS

- 2nd Place winner for "Best Episodic Entertainment Program" from the Kansas Association of Broadcasters.

SKILLS & COMPETENCIES

Competencies: Multi-formatted writing, Written and verbal communication, Research proficiency (Mintel - Consumer and Market Reports and IBISWorld - Industry Reports), Strong grammar and editing skills

Technical: Microsoft Office Suite, Google Workspace, Adobe Premiere Pro, Adobe Photoshop, Adobe InDesign

VOLUNTEER

Lunch On Me - *Food Prepper*

September 2018 - June 2022

Manhattan, New York

- Prepared and distributed nutritious meals to support housing-insecure individuals.

AWARDS

- School of Journalism and Mass Communications Honor Roll, *University of Kansas*
- Most Improved Rower, *Row New York*
- Best Episodic Entertainment Program, *Kansas Association of Broadcasters*