

Ashley Siu

TV News Producer

Experience:

WESH-TV, Hearst

Winter Park, Florida

Senior Producer (June 2024 - Present)

- Produce weekday 5pm hour-long newscasts, weekend 10pm hour-long newscasts
- Oversee weekend reporters, talent & other producers
- Train incoming producers, associate producers & interns
- Coordinate severe weather plan & hurricane coverage
- Produce special projects including the annual hurricane special, election coverage and a live half marathon broadcast

Producer (November 2021 - May 2024)

- Craft weekday 5pm hour-long newscasts
- Pitch story ideas for reporters
- Took command in the control room for wall-to-wall coverage of Hurricanes Ian, Nicole & Idalia
- Created & presented a hurricane coverage guide for news producers

KGO-TV, ABC O&O

San Francisco, California

Writer/Producer (2017 - 2021)

- Produced 'ABC7 Mornings' & 'Midday Live' shows, breaking news cut-ins & GMA local news cut-ins
- Took command in the control room during breaking news coverage of the San Jose VTA mass shooting
- Contributed to 40+ hours of wall-to-wall wildfire coverage
- Pioneered the 'Catch-up' news roundup video for web
- Pitched & assigned stories to morning reporters
- Wrote web stories for abc7news.com

WREG-TV, Tribune

Memphis, Tennessee

Morning News Producer (2015 - 2017)

- Produced the most-watched morning newscast in the Mid-South
- Listened to police/fire scanners & dispatched crews
- Published stories to wreg.com & sent push alerts to app users

Connect:

- ✉ ashley.c.siu@gmail.com
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- 📺 @ashleysiunews

Skills & Programs:

ENPS, Dalet
Adobe Premiere, Final Cut Pro
Megaphone
Photoshop, Illustrator, InDesign
HTML, CSS, Javascript, PHP
Wordpress

Education:

University of Florida

August 2021

M.A. Mass Communication with
specialization in Web Design

Syracuse University

May 2015

B.S. Broadcast & Digital Journalism
Minor in English & Textual Studies