



# Ambrosia Neldon

EDITOR • JOURNALIST • DESIGNER • LEADER

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## MY STORY

As an award-winning creative professional with more than a decade of experience in publishing, marketing and communications, I have ample experience in producing, editing and presenting content in a variety of mediums, leading teams, and engaging the community. I pride myself in being a strong team leader, a hard worker and a creative thinker who creates messages that inspire, inform, and entertain, using professional writing, dynamic design and expert marketing.

## EDUCATION

### 2009-2013 BACHELOR OF ARTS

Western Michigan University

Graduated cum laude, double majoring in Journalism and Rhetoric & Writing Studies.

## AWARDS & RECOGNITION

- 2022: Editor & Publisher Magazine  
25 Editorial Leaders Under 35
- 2022: Brandywine Community Schools  
Distinguished Alumni
- 2022: Moody on the Market 40 Under 40
- 2020: Niles Young Leader of the Year,  
Greater Niles Chamber of Commerce
- 2018: Timothy Hurrtegam Memorial Alumni  
Award
- 2017: Niles' Most Influential Inspiring Young  
Leader, Four Flags Chamber of Commerce
- 2013: Richard Rosga WMU Journalist of the  
Year
- 2013: Milliman Scholar, Michigan Press  
Association

### Journalism & Design First-place Awards, Michigan Press Association

- Best Special Section: 2015, 2016, 2017, 2018,  
2019, 2020, 2021
- Best Columnist: 2020, 2021
- Best Breaking/Spot News: 2018, 2019, 2020
- Best Page Design: 2018, 2019, 2020, 2021
- Best Government/Education News: 2021

## COMMUNITY

- Founder, Brandywine Stronger Together  
Movement (January 2023-present)
- Board member, Niles Main Street DDA  
(2019-present)
- Board member, Michigan Gateway Foundation  
Niles Area Board (2013-2022)
- Co-Advisor, Michigan Gateway Community  
Foundation Youth Advisory Council (2018-2021)

## WORK EXPERIENCE

### JANUARY 2024-PRESENT

#### Lab Instructor

Western Michigan University • Kalamazoo, Michigan

- Provide support and guidance to students taking entry-level journalism and sports broadcasting classes.
- Grade all assignments, create rubrics and post grades using WMU's e-learning software.

### JULY 2022-PRESENT

#### Marketing and Communications Manager (December 2022-present),

#### Web Content Manager (July-November 2022)

Cass County, Michigan (Government) • Cassopolis, Michigan

- Manage a robust government website serving 14 departments and offices.
- Advise department heads and elected officials on best practices for internal communication and public engagement.
- Helped to coordinate all internal and external communication related to the renovation of the Cass County Historic Courthouse, including crafting construction updates to engage the community and media packets to inform the press; coordinating and participating in construction meetings; planning and executing a grand opening with more than 500 people in attendance; and facilitating the move of nine offices and departments from one building to another.
- Generate press releases, media advisories, and web and social content for 14 departments and offices, as well as multiple community partners.
- Coordinate, plan and facilitate agendas for a dozen boards and commissions.
- Created a Facebook page with a rapidly growing following.
- Serve as County's Freedom of Information Act Coordinator.
- Developed a branding guide to be utilized across all marketing and communication tools.

### AUGUST 2013-MAY 2022

#### Publisher/General Manager (2016-2022), Managing Editor (2014-2016), Layout Editor (2013-2014)

Leader Publications, LLC • Niles, Michigan

- Engaged in intelligent, impartial, and courageous news reporting covering topics of public interest that had been long ignored.
- Executed a community-focused vision to create appealing content that drove engagement.
- Developed strategic partnerships, streamlined processes, and fostered business engagement through content and advertising.
- Successfully led team through transition of an advertising-only revenue model to a reader-focused revenue model.
- Assisted in development of journalists, editors and publishers at newspapers across nine states.
- Led company-wide conferences and training sessions relating to product development, reader engagement and content creation.
- Led a design center that paginated 27 newspapers per week, as well as 12+ magazines and special sections per year.

### APRIL 2012-APRIL 2013

#### News Editor

Western Herald, Western Michigan University • Kalamazoo, Michigan

- Managed more than 40 freelance and hourly reporters to produce news on a 24/7 news website and a monthly student newspaper.
- Created and established the WMU Student Media Group, which combined the student newspaper, radio station and broadcast organization for funding purposes.