

ASHLEY DANIEL

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Creative collaborator with experience in development, casting, and PR, passionate about connecting powerful stories to the audiences they're meant for. Skilled in script coverage, pitch decks, and talent research with a strong understanding of the entertainment landscape.

Relevant Experience

Belletrist Productions – Los Angeles, CA (Remote)

January 2025 – May 2024

Intern

- Supported early-stage development on a novel-to-series adaptation, helping shape creative direction and identify talent aligned with the project's vision.
- Evaluated submissions and wrote coverage on scripts and novels to assess adaptation potential.
- Conducted rights checks, IP research, and market comparisons to support packaging and clearance.
- Managed tracking grids for submissions and development status to support internal organization.

Ardvella Entertainment – Los Angeles, CA (Remote)

August – December 2024

Development Intern

- Wrote script coverage, drafted loglines and creative synopses for internal development materials.
- Created pitch decks to support packaging conversations and visually communicate project vision.
- Researched writers, directors, and casting options based on creative alignment and availability.
- Managed the company's Instagram presence to elevate brand identity and engagement.
- Monitored industry trades and tracked key trends to inform strategy and development targeting.

Nancy Naylor Casting – Los Angeles, CA

June – August 2024

Casting Intern

- Reviewed actor submissions and managed audition uploads using Breakdown Express.
- Created casting grids based on briefs and character specs; Conducted research on talent.
- Evaluated talent materials and practiced confidential handling of sensitive casting information.

Note in the Pocket – Durham, NC

August – December 2024

Public Relations Service-Learning Team Member

- Audited communication materials and recommended strategic messaging improvements.
- Wrote email campaigns, donor outreach, and social content to increase engagement.
- Contributed to a PR strategy presentation pitched to executive team.

Coulture Magazine – Chapel Hill, NC

August 2023 – May 2024

Director of Outreach

- Planned and executed a print launch and campus-wide art showcase under tight deadlines, managing logistics, budget, and outreach; built partnerships with student artists and orgs.
- Developed engagement strategies to grow brand visibility across creative and student communities.
- Coordinated with editorial teams to align event programming with Coulture's brand voice and mission.

Skills

Script Coverage, Talent Research, Grid Management, Submissions, Industry Tracking, Development Slate Support, Project Management, Story Development, Film Festival Tracking & Logistics, Media Monitoring, Microsoft Office (Word, PowerPoint, Excel), Google Workspace, Final Draft, Breakdown Express, Phone Etiquette, Rolling Calls, Discretion & Confidentiality, Public Relations, Copywriting, Marketing, Social Media Strategy, Adobe Creative Suite (Photoshop, InDesign, Illustrator, Premiere), Canva, WordPress

Education History

University of North Carolina at Chapel Hill | Hussman School of Journalism and Media

Graduation: July 2025

B.A., Journalism and Mass Communication (Public Relations)

B.A., Communication Studies (Media Production)

- Dean's List (Fall 2021, Spring 2022, Fall 2023–Spring 2025 Semesters)