

ASHLEY KEENAN

Writer • Editor • Content Strategist

ABOUT ME



Ashley is a Journalist and Content Strategist focusing on content management, editorial planning, storytelling and SEO-rich writing that serves B2B and B2C markets.

Since completing her post-graduate degree in 2015, Ashley has excelled in her work as a solopreneur, helping companies develop digital and print materials that engage and educate audiences.

Ashley is an individual, not a consulting firm. Her robust content and editorial experience, as well as subject matter expertise, allow her to create high-performing content, offer essential consumer insight, and a comprehensive understanding of media and stakeholders.

8+

YEARS

Working on content from inception to publication.

10M

PUBLISHED

Words for publications, brands, and businesses.

10+

YEARS

Professional experience in Communications & Marketing.

About my

SERVICES

As a journalist, Ashley uses storytelling combined with scientific evidence and fact-based information to educate and engage readers. Bylines include Chatelaine, National Post, Leafly, Vancouver Sun, and Ottawa Citizen.

As a consultant, Ashley excels at B2B and B2C content strategy, editorial planning, product development, marketing and communications. She offers services from simple copywriting to complex project management.

COPYWRITING

JOURNALISM & BRANDED CONTENT

- Reporting & Journalism
- Educational Content
- Articles & Blogs
- Branded & Sponsored Content
- Product Descriptions and Gift Guides
- Website Copy
- SEO Copywriting
- Reports and Briefs
- Ghostwriting



CONSULTING

COMMUNICATIONS & CONTENT STRATEGY

- Content Strategy and Management
- Editorial Planning and Calendars
- Content and SEO Marketing
- Brand Storytelling
- Internal and External Communications
- Media Lists and Press Pitches
- Compliant Brand Marketing
- Website Management

Don't just take my word for it!

TESTIMONIAL

Ashley is an exceptional editor and writer. Her dedication to continuously improving her knowledge of the cannabis plant, health, and policy ensures she is constantly up to date with current trends, science, and information. Ashley has a strong sense of conviction and integrity that guide her thought process, making her a trustworthy and respected voice. She is also well-connected in the industry and has built up a fantastic roster of freelance writers and editors.

~ Rebecca Kelley, Director of Content Strategy, Leafly