THE PERSON BEHIND THE PLUG

ASHLEY "AC" *Trybula*



Head of Content, The Shade Room

Ashley "AC" Trybula is an award-winning media executive, journalist, content strategist, and creator. As Head of Content at The Shade Room, she leads social, editorial, video, and original programming for one of the world's largest social-first media brands, reaching more than 61 million monthly social users.

HOW I GOT HERE

One of my earliest assignments was covering Usher's 8701 Evolution Tour for *The Daily Herald* as a teenage music critic. Since then, I've worked my way through radio, television, publishing, digital media, podcasting, and the social-first era. I've seen the industry change quite a bit—and helped build a few things along the way.

Urban One & Reach Media

At Urban One and Reach Media, I worked across more than 50 brands in 15 markets, helping grow digital content operations and revenue.

iHeartMedia

At iHeartMedia, I was part of the team that helped build and launch iHeartPodcasts.

The Shade Room

Today, I lead content at The Shade Room, where social, editorial, and video work together to inform, entertain, and engage one of the most influential audiences in digital culture.

RECOGNITION

- 3× Webby Awards
- 3× Shorty Awards
- Digiday Award
- Telly Award
- Illinois Broadcasters Association

IN PRINT

FEATURED *in*



NEW · 2026

USA TODAY Modern Woman (2026)

"Money Mindset: How Women Are Redefining Financial Independence." Featured contributor AC Trybula discusses financial independence, ownership, relationships and knowing your worth. Written by Dontaira Terrell.

Read the article · Read the feature (PDF)

BY AC

THE PLAYBOOK SERIES

Eleven platform audit guides by Ashley "AC" Trybula, published on ACThePlug.

- How to Run a Social Media Audit
- How to Run an Instagram Audit
- How to Audit Your LinkedIn Strategy
- How to Run a TikTok Audit
- How to Audit a Facebook Page
- How to Audit Your Threads Strategy
- How to Run a YouTube Audit
- How to Run a WhatsApp Audit
- How to Run a Snapchat Audit
- How to Run a Reddit Audit
- How to Run a Pinterest Audit

WHY THEY CALL ME THE PLUG

What started as a nickname became a pretty accurate description of what I've spent my career doing: connecting people to information, talent to opportunities, stories to audiences, and brands to communities.

FIND AC

WEBSITE
actheplug.com

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