

## EDUCATION

**Columbia University Graduate School of Journalism**, New York, NY May 2013  
Master of Science, coursework in news reporting and writing, feature and narrative writing, deadline reporting, magazine production, multimedia, business of journalism, law and ethics, audio editing, photojournalism, AP style, and SEO tactics. Covered Inwood/Washington Heights, Manhattan and reported on crime and courts, church community outreach, small businesses, health issues including teen pregnancy and insurance, literacy, and housing. Honors in Masters Project on PBS children's programming using technology to adapt to the 21<sup>st</sup> century.

**University of California, Davis**, Davis, Calif. June 2012  
Bachelor of Arts in English (double emphasis in creative writing and critical theory), minor in film studies. Dean's List. Coursework in journalism, literature, fiction writing and creative non-fiction writing, film history, narrative film theory, world cinema, New German Cinema, Italian Cinema. Studied abroad in London, U.K. for spring 2011 term, and took courses in British literature.

## EXPERIENCE

**Social Engagement Producer, AJ+**, San Francisco, CA 4/16-present  
AJ+ is Al Jazeera's social media/digital media branch targeting millennials. I am in charge of news coverage on social media, especially Twitter, following updates by the moment and producing original, breaking news content for social platforms.

**Social Media and Engagement Specialist, EdSource**, Oakland, CA 11/14-4/16  
First person to build and manage social media plan for EdSource, a non-profit media organization covering education news in California and beyond. Engage with audience development, including building partnerships with other media. Also work with reporters and other staff to develop innovative ways to present information, and help oversee website and digital initiatives.

**Freelance reporter, contributor and online producer, KQED, Oakland Magazine, Frommer's, Mic** 9/13-present  
Report on stories and create web content, including blog posts, photo slideshows, viral articles. Develop social media and manage CMS.

**Editorial Intern, Scholastic**, New York, NY 5/13-9/13  
Worked 40 hours a week for *The New York Times Upfront* reporting on stories that engage high school students to current events, including how their fashion choices are connected to the Bangladesh factory collapse. Copy and layout edited, fact-checked and researched stories, used social media as a reporting tool, wrote for News and Trends, researched multimedia for website, worked as liaison for subscribers, and assisted on photo shoots.

**Entertainment Freelance Writer and Contributor, TheCelebrityCafé.com** 3/10-2011  
Contributor (12/10-3/11): Worked 20 hours per week aggregating 30-40 posts per day, five days a week for a total of 160 hours. Freelance writer: Wrote news wraps, recaps, and original content including reviews on current pop culture events, movies, and music. Scheduled and conducted interviews with public figures. Used social media such as Facebook and Twitter to publicize and share work.

**Digital Marketing and Editorial Intern, Henley Media Group**, London, UK 3/11-6/11  
Worked 20 hours per week, writing hundreds of copy for National Family Week website and affiliates. Used social media such as Twitter, Facebook and web forums to engage with and recruit followers, and build community around the National Family Week website. Helped copy edit articles for the National Family Week magazine.

**Content Editor, Breaking Tweets** 10/09-7/10  
Wrote and tweeted weekly news updates in a journalistic manner. Researched news stories and analyzed how social media (especially Twitter) users responded to posts. Used social media such as Twitter, WordPress, and Quote URL.

## SKILLS AND AWARDS

**Multimedia:** Microsoft Office Suite, Adobe InDesign, Adobe Photoshop, Adobe Premiere, Final Cut Pro, basic html, social media analytics and social networking applications such as Twitter, Facebook, Google+, LinkedIn, Tumblr, and WordPress.

**Language:** Fluent in Mandarin and proficient in French.

**Other:** Member of AAJA, ONA; Sigma Tau Delta (International English Honor Society); Pamela Maus Award in Creative Writing.