

TIFFANY J. LEW
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EXPERIENCE

Social Media Editor, Edutopia (George Lucas Educational Foundation)

3/19-1/23

In this senior-level role I was the leader of the extensive social media calendar. I wrote and edited versatile copy, developed initiatives for greater engagement on social media and managed social media ads and analytics. I also collaborated with departments on editorial and multimedia projects, including video and written content. Project manager for major Teacher Appreciation Week 2022 campaign.

Interactive Producer, Capital Public Radio (NPR's NorCal affiliate), remote

8/18-9/23

As a part-time employee, I rewrote broadcast stories for the web, followed breaking news updates and wrote blogs, edited images and published stories online, and updated social media channels. I was the weekend morning/afternoon point person for digital news team.

Freelance writer/reporter and content manager, Vox, Poynter, KQED (Bay Area's NPR), Hechinger Report, Frommer's, California School Employees Association (CSEA), Kaiser Permanente, Alameda Magazine, Mic, The Bay Bridged, MediaShift, Lattice (HR software company)

9/13-present

I write/report stories and create web content, including articles, blog posts, photos. Manage social media and CMS.

Social Media and Production Editor, Timeline, San Francisco, CA

4/17-11/17

Timeline was a media startup that aimed to use history to inform current events. I managed social media on both Facebook and Twitter, upped production, tweaked and set the social schedule, and developed a cohesive voice for the company.

Engagement Editor/Producer, AJ+, San Francisco, CA

4/16-4/17

AJ+ is Al Jazeera's social media/digital media branch targeting millennials. I was a leader in developing the voice of the brand, and I was in charge of news coverage on social media, especially Twitter where we had the highest engagement of any other news brand, following updates by the moment and producing original and breaking news content for social platforms. Cross-timezone liaison for publishing calendar. I was the editor and project manager of the Where #ImFrom series featuring personal essays.

Social Media and Engagement Specialist, EdSource, Oakland, CA

11/14-4/16

I was the first person to build and manage a social media plan for EdSource, a non-profit media organization covering education news in California and beyond. Engaged with audience development, including building partnerships with other media. Also worked with reporters and other staff to develop innovative ways to present information, and helped oversee website, digital initiatives, live events.

Editorial Intern, Scholastic, New York, NY

5/13-9/13

I worked for classroom magazine *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.

EDUCATION

Columbia University Graduate School of Journalism, New York, NY

May 2013

Master of Science. Coursework included news reporting and writing, feature and narrative writing, deadline reporting, AP style, media ethics, and SEO tactics. Honors in Masters Project on PBS children's programming using technology to adapt to the 21st century.

University of California, Davis, Davis, CA

June 2012

Bachelor of Arts in English (double emphasis in creative writing and critical theory), minor in film studies. Dean's List. Coursework included journalism, literature, fiction writing and creative nonfiction writing, film history, narrative film theory. Studied abroad in London, U.K. for spring 2011 term and completed a marketing internship at Henley Media Group (a British publishing company). Member of Sigma Tau Delta (International English Honor Society). Pamela Maus Award in Creative Writing, 2nd place, fiction.

SKILLS AND AWARDS

Multimedia: Microsoft Office Suite, Google Workspace, Adobe InDesign, Adobe Photoshop, Adobe Premiere, Final Cut Pro, basic html, social media analytics and social networking applications, WordPress, Umbraco, Canva, iMovie.

Language: Fluent in Mandarin and proficient in French.

Other: Member of AAJA, ONA; National Headliner Award (3rd place for "Parachute Kids"); SPJ Deadline Club finalist for "Parachute Kids"