

Kaleen Luu

luukaleen@gmail.com
www.kaleenluu.com

CREATIVE & PRODUCT COPYWRITER

With **four years of experience in copywriting and journalism**, I realized my passion for media and product development while working in the retail space for the **Wizarding World of Harry Potter** at Universal Studios (2017-2019) and as a participant in the **Disney College Program** (2019) in merchandise where I collaborated in marketing and communication seminars.

WORK EXPERIENCE

Feb 2022 - Oct 2022

Product Copywriter

Boot Barn

- Wrote and tagged **product details** for home, gifts, accessories, shoes, kids' and women's apparel
- **Quality-checked** copy with varied brand guidelines

Jan 2020 - June 2021

Editor-in-Chief

22 West Media

- Managed team of 25; designed monthly print spreads
- Curated **creative copy** and visual assets; facilitated **social media** with radio and video departments

Jan 2021 - June 2021

Writing Intern

LA Style Magazine

- Coordinated **creative briefs** for 22,000+ following
- Cataloged **media trends** and produced three articles weekly relating to fashion, food and culture

Aug 2020 - Dec 2020

Editorial Intern

Popular TV

- Assisted with **content calendar** and e-mail pitches
- Researched industry trends, gathered **analytics** and scheduled social posts for audience of 56,000+

Aug 2019 - Dec 2019

Assistant Editor

Daily Forty-Niner

- Increased traffic to website by **180% with SEO** practices
- Consolidated top stories to produce daily aggregated **newsletters** for 800+ subscribers

Jan 2018 - June 2019

News Editor

Campus News

- Designed weekly print spreads and contributed articles
- Developed timely and evergreen **strategic communication** for **diverse** community perspectives

EDUCATION

B.A. in Journalism, 2021

California State
University, Long Beach

- **Founding chapter** for the Asian American Journalists Association

SKILLS

- Web and print copy
- Social media
- SEO
- Content management
- Newsletters

PORTFOLIO

