**SKILLS**

AP Style | SEO | Copywriting | Copy Editing | Newsletters | Adobe Creative Suite | Content Management Systems

**EXPERIENCE**

**Disney College Program - Merchandise, Attractions Host** Jan 2019 – Aug 2019, Sep 2021 – Present

The Walt Disney Company, Disneyland Resort & Parks | Anaheim, CA

* Collaborate on leadership, marketing and communication seminars to develop content strategy
* Responsible for operating consoles for ride attractions and delivering show spiels to guests
* Enhance guest experience by creating non-automated personalization artwork on merchandise

**Product Copywriter** Feb 2022 - Oct 2022

Boot Barn | Irvine, CA

* Sourced, wrote and tagged metadata product details for home, gifts, accessories, apparel and shoes
* Quality checked new items added report and audited site copy with brand guidelines and content strategy
* Supported cross-functional communications and updates from planning, marketing and e-commerce teams
* Checked prices, bar codes, and other specifications against company database

**Editor-in-Chief** Jan 2020 – June 2021

22 West Media | Long Beach, CA

* Managed and delegated tasks to team of 25 and increased magazine contributions by 170%
* Spearheaded SEO and accessibility in digital content by implementing image alternative text and captions
* Created copy and design style guides and collaborated with radio and video production teams

**Writing Intern**  Jan 2021 – June 2021

LA Style Magazine | Los Angeles, CA

* Cataloged media trends and coordinated scheduled content with social platforms
* Translated concepts into deliverables including 3 weekly articles relating to fashion, food and culture

**Editorial Intern**  Aug 2020 – Dec 2020

Popular TV | Los Angeles, CA

* Scheduled social posts and researched ROI analytics and industry trends
* Updated content calendar and contributed editorial stories and promotional marketing

**Assistant Editor**  Aug 2019 – Jan 2020

Daily Forty-Niner Newspaper | Long Beach, CA

* Implemented SEO strategies to promote ranking visibility and increase traffic by 180%
* Produced daily newsletters, finalized edits, and published digital content

**News Editor**  Jan 2018 – Jan 2019

East Los Angeles College Campus News | Monterey Park, CA

* Collaborated with page editors to assign tasks including pitches, interviews, photographers and reporters
* Designed print layouts and finalized copy edits for weekly campus publication

**EDUCATION**

**California State University, Long Beach** | Bachelor of Arts in Journalism May 2021

* *Founding Chapter Member*, Asian American Journalists Association
* *Outstanding Student Leader & Magazine Contribution* Awards*,* Journalism & Public Relations Department
* Published in Monterey Park Cascades Newspaper, Around Alhambra