

EDUCATION

Baruch College, CUNY • May 2018 (Expected)

- B.A. Political Economics and Multimedia Reporting

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PROFESSIONAL EXPERIENCE

Lawrence N. Field Center for Entrepreneurship • Community Coordinator *July 2015 – Present*

- Overseeing all marketing communications, including graphic design, social media, email marketing, web content, press releases and event promotion. Promoted to managerial position overseeing three interns after two months probation.
- Devising a content marketing strategy to help increase web traffic. Creating blog content, infographics, video content, and updating all web content to promote the Center's workshops, seminars and services.

The Architect's Newspaper, New York • Editorial Intern *Jan 2015 – Aug 2015*

- Covered the latest developments in design and architecture for the blog and wrote feature articles for the print edition of the newspaper.
- Coverage highlights:** Covered HOK-360 acquisition | Interviewed HOK Architects, designers of the world's first seismic-proof orphanage | Front page article on MoMA Tower by Jean Nouvel.

Digital Journal Inc. • Freelance Writer *Aug 2014 – Jan 2015*

- Wrote occasional news stories about politics and business.
- Coverage highlights:** Mark Zuckerberg's visit to Indonesia | Launch of the Humanities Action Lab |

InClover Magazine, Indonesia • Freelance Copy Editor, Contributor *April 2013 – Jan 2015*

- Edited copy and fact-checked all feature articles and advertorials for bimonthly business and luxury lifestyle magazine distributed in Indonesia and Singapore.
- Contributed one Op/Ed article per issue for the 'Insight' section of the magazine, offering readers life and spiritual food-for-thought.

WS&A Public Relations, New York • Public Relations Intern *July 2014 – Jan 2015*

- Created and maintained media databases using Vocus PR software for range of interior design clients. Researched material for corporate blogs, fact-checked press releases. Administrative duties as needed.
- Devised social media strategy to promote client's Kickstarter fundraising campaign. Cut audio using Final Cut Pro and transcribed audio for client's documentary.

The Jakarta Post, Indonesia • Freelance Contributor *Jan 2012 – July 2014*

- Wrote 2-4 feature articles per month for the features section of Indonesia's largest English-language daily newspaper. Contributed to related publications including *The Jakarta Post Magazine*, *JPlus Weekly Lifestyle Supplement* and *Speak Magazine*.

Coverage highlights: Indonesia Fashion Week 2013 | Interview with global superstar Ricky Martin | Media visit to the private home museum of acclaimed couturier Harry Darsono.

re-thinc, LLC, Remote • Blog Editor, Inbound Marketing Intern *Dec 2012 – Aug 2013*

- Worked with Certified Professional Co-Active Coach to create an inbound marketing strategy through blogging and social media to increase the web presence of her business and nurture leads.
- Planned editorial content for the blog concerning small business management advice that is reflective of the re-thinc brand.

The Luxe Nomad, Singapore • Public Relations Intern *July – Sept 2012*

- Managed sales meetings by phone for the CEO at luxury hotels in Sydney and Melbourne. Assisted PR Head in Hongkong with researching media contacts and creating social media strategy.
- Sent press releases and followed up with editors in Indonesia and Australia. Curated an online digital marketing strategy specific to Indonesia to help startup tap the Indonesian market.

NOW! Jakarta Magazine, Indonesia • Reporter Intern *Dec 2010 – June 2012*

- Wrote feature articles and advertorials for NOW! Jakarta Magazine, a monthly luxury lifestyle publication for expatriates. Rewrote press releases for Etihad Airways.
- Attended press conferences, exhibitions and product launches to provide coverage for the magazine.
- Presented a Competitor Analysis at the 2011 Annual General Meeting to highlight the publication's editorial strengths and weaknesses with respect to competitors.