

## Elaine Lok

elainelok1@gmail.com | <https://www.linkedin.com/in/elaine-lok/> | Toronto, ON

### EDUCATION:

#### **University of Toronto**

**Expected Graduation:** April 2023

Bachelor of Arts (Honours) in Environmental Studies and International Relations

- c.GPA: 3.65/4.0
- Dean's List Scholar (2021)

#### **Relevant Courses:**

- Social Media and Environmentalism, Environmental Research Skills, Environment, Society and Resources.

### WORK EXPERIENCE:

#### **Bobblehaus, New York**

**November 2020 – Current**

*Contributing Writer*

- Accelerate SEO efforts by writing thoroughly-researched content through keyword optimization.
- Perform research analysis of current market trends to increase youth readership on articles.
- Design graphics through Adobe Creative Suite tools and shoot photos for upcoming articles.
- Work closely with the founder of Bobblehaus and the editor-in-chief to align goals on upcoming projects and product launches.

#### **V'air Hong Kong**

**June 2021 – August 2021**

*Policy Research and Advocacy Intern*

- Conducted on-site research of natural sites in Hong Kong to assess their eco-tourism potential.
- Led a team of student interns in designing V'air Hong Kong's first environmental youth magazine.
- Worked closely with the marketing team in planning UGC on Instagram, LinkedIn, and Facebook, with over 8971 followers total in English and Cantonese.
- Analyzed Instagram and Facebook analytics to increase traffic to V'air's website.
- Strategized a SWOT analysis and photo competition through social media platforms to increase youth engagement with local environmental issues with 150+ participants.

#### **HKWalls, Hong Kong**

**July 2020 – September 2021**

*Project Assistant and Marketing Intern*

- Designed the critical catalogue for the Hong Kong exhibition 'disCONNECT' using Adobe InDesign for print and digital viewing.
- Created, posted and managed all social media channels (Facebook, YouTube, and Instagram) with over 48,331 followers total.
- Conducted external communication to media companies to increase engagement and tickets sales for the 'disCONNECT' exhibition.

#### **South China Morning Post**

**November 2016 – December 2016**

*Junior Reporter*

- Contributed weekly articles to SCMP's website and print newspaper on local and international issues.
- Conducted interviews on marginalized groups in Hong Kong for feature articles.
- Wrote 'Life inside 55 sq ft' on Hong Kong's housing crisis which gained over 5000+ views.

### LEADERSHIP EXPERIENCE:

#### **Membership Manager, University of Toronto Women's Student Association**

**June 2021 – Current**

- Create, post, and manage all social media channels (Facebook, LinkedIn, and Instagram).
- Increased membership engagement on Facebook by 54% through UGC designed through Canva.
- Coordinate online and in-person events to connect UofT's self-identifying women on campus.

### SKILLS:

SEO, Translation (English, Mandarin, French), Copy-writing and editing, Graphic Design (Adobe Creative Suite and Canva), Microsoft Office (Word, Excel, PowerPoint), Instagram and Facebook Analytics.