

shantila lee

contact

shantila@gmail.com

917.387.6775

New York, NY

[linkedin.com/in/shantila](https://www.linkedin.com/in/shantila)

portfolio: shantilalee.com

profile

A journalist with nearly 12 years experience writing for major magazines, an edge in online and tech skills, and a master's in journalism from NYU. Deep understanding of cross-platform strategy, e-commerce engagement, trend forecasting, and global fashion and beauty markets. A strong, collaborative leader who pours passion, innovation, and dedication into every element of the job.

education

MA, JOURNALISM
Magazine & Digital
Storytelling

New York University

cGPA 3.87

08/2019 – 12/2020

BSc, INFORMATION
SYSTEMS

University of Sydney

01/2002 – 05/2005

editorial skills

editing, sub-editing
research
creative ideation
storyboarding
social media engagement

work experience

AWAITED O-1 VISA APPROVAL

Kuala Lumpur, Malaysia / 05/2022 – 02/2023

Returned to Kuala Lumpur to maintain legal status while awaiting O-1 work visa approval and passport stamping. O-1 visa was approved in June 2022, granting authorization to work in journalism jobs in the U.S.

COMMERCE WRITER

StyleCaster / New York, NY / 11/2021 – 04/2022

Liaised with the Commerce Editor to write 2-3 [shopping articles](#) per day. Contract that initially ended in January extended a further 3 months for exceeding writing expectations.

- Delivered unique editorial angles through brand knowledge and web-optimized headlines for consistently high readership.
- Article on Francis Kurkdjian [Baccarat Rouge 540 hack](#) earned millions of views and top affiliate revenue of the season.
- Mastered affiliate link tracking tools like Trackonomics and Skimlinks, sharpened Google Analytics skills.

SENIOR WRITER

Straus News / New York, NY / 02/2021 – 02/2022

Wrote [online](#) and print pieces covering all of Manhattan under the tutelage of Editor-in-Chief Alexis Gelber. Focused on community issues, food, and human interest stories.

- Pitched, wrote, and edited heavily reported, investigative pieces to over 375,000 cross-platform readers weekly.
- Interview with Dominique Ansel on his [new bakery in Flatiron](#) stayed on most-read list for a record-breaking 3 weeks.
- Gained reputation for reporting diligence, from pursuing NYPD for comments to [finding sources](#) no other papers were able to.

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web skills

Google Analytics
search engine optimization
CMS
video editing
meta tags
HTML5 & CSS4

tech skills

Adobe Photoshop
Adobe InDesign
Adobe Illustrator
Adobe Premiere Pro
Adobe Lightroom
Adobe After Effects
DaVinci Resolve
Videoleap

references

DEVIN GORDON
ex-Executive Editor, **GQ**
xdevingordonx@gmail.com

ALEXIS GELBER
Editor-in-Chief, **Straus News**
alexis.gelber@gmail.com

AZZA ARIF
ex-Editor, **Marie Claire**
Malaysia
azzaarif@gmail.com

CONTRIBUTING BEAUTY EDITOR

Various Publications / Kuala Lumpur / 10/2016 – 06/2019

Contributed 3-4 monthly long-form features, shopping articles and trend reports to Marie Claire and Harper's Bazaar Malaysia.

WEB EDITOR

ELLE Malaysia / Kuala Lumpur / 09/2015 – 09/2016

Helmed Malaysia's most prominent fashion magazine website. Oversaw 3 web writers, created content plans for tentpole events, edited and wrote 5-7 daily articles for online and print.

- Spearheaded multimedia initiatives in the form of videos on products, how-to's, events in collaboration with a videographer.
- Conceptualized cross-platform print-to-digital content including expanded interviews and shopping pages with affiliate links.
- Introduced implementation of social media-targeted headlines and scanning social media for trends and content ideas.

BEAUTY WRITER

Marie Claire Malaysia / Kuala Lumpur / 11/2010 – 08/2015

Wrote for the entire section, styled spreads and seamlessly put together 8 large-scale projects. Advanced cultural conversation on modern concepts of diversity and empowerment.

- Yielded \$22k in sales revenue pitching e-commerce buy-ins for 20 Products That Will Change Your Life beauty awards.
- Attended global beauty events and fashion weeks to cultivate alliances with industry leaders and gather market intelligence.
- Featured in Marie Claire U.S. May 2013 issue and consulted on international brand identity strategies for Clarins, Laura Mercier.

ASSOCIATE DIRECTOR

websitegurus Australia / Perth / 08/2005 – 10/2010

Led Australian sales and Malaysian web content creation teams.

- Revamped sales strategies, set highest website sales record.
- Launched \$170k revenue content selection interface.
- Trailblazed outstanding improvement in web design standards.