

# shantila lee

## contact

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New York, NY  
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portfolio: [shantilalee.com](http://shantilalee.com)

## profile

A journalist with nearly 12 years experience in writing and editing, an edge in web skills, and a master's in journalism from NYU. Deep understanding of trend forecasting, e-commerce engagement, cross-platform strategy, and global fashion and beauty markets. A collaborative leader who is innovative, thorough, and devoted to creating top-notch content.

## education

MA, JOURNALISM  
Magazine & Digital  
Storytelling  
**New York University**  
cGPA 3.87  
Aug 2019 – Dec 2020

BSc, INFORMATION  
SYSTEMS  
**University of Sydney**  
Jan 2002 – May 2005

## editorial skills

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

## work experience

Awaited O-1 Visa Approval  
Kuala Lumpur, Malaysia / May 2022 – Feb 2023

O-1 visa approved in August 2022, granting O-1 status and authorization to work in any journalism jobs in the U.S.  
No sponsorship required.

COMMERCE WRITER, **StyleCaster**  
New York, NY / Nov 2021 – May 2022

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

- Leveraged industry expertise and brand insight to deliver informed perspectives and consistently high readership.
- Gave Baccarat Rouge hack article a unique spin, garnering millions of views and top affiliate revenue of the season.
- Mastered Google Analytics and affiliate link tracking across multiple platforms, including Trackonomics and Skimlinks.

SENIOR WRITER, **Straus News**  
New York, NY / Feb 2021 – Feb 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.

- Effectively pitched, wrote, and edited heavily reported pieces, captivating over 375,000 cross-platform readers weekly.
- Exclusive interview with Dominique Ansel on his new bakery in Flatiron dominated the most-read list for 6 weeks.
- Gained reputation for diligence in reporting, from pursuing the NYPD for comments to uncovering untapped sources.

BEAUTY INTERN, **Marie Claire**  
New York, NY / Jan 2020 – May 2020

Updated beauty articles and seamlessly organized call-ins, testing, and results of 500+ products for beauty awards.

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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](mailto:xdevingordonx@gmail.com)

ALEXIS GELBER  
Editor-in-Chief, **Straus News**  
[alexis.gelber@gmail.com](mailto:alexis.gelber@gmail.com)

AZZA ARIF  
ex-Editor, **Marie Claire  
Malaysia**  
[azzaarif@gmail.com](mailto:azzaarif@gmail.com)

### CONTRIBUTING BEAUTY EDITOR, **Harper's Bazaar & Marie Claire Malaysia**

Kuala Lumpur, Malaysia / Oct 2016 – Jun 2019

Contributed 3-4 monthly long-form features, shopping articles, product write-ups, and [trend reports](#) while on sabbatical due to family caretaking responsibilities.

### WEB EDITOR, **ELLE Malaysia**

Kuala Lumpur, Malaysia / Sept 2015 – Aug 2016

Helmed Malaysia's most prominent fashion magazine website. Led a team of 3 web writers, created content plans for tentpole events, edited and wrote 5-6 daily articles for online and [print](#).

- Enhanced audience engagement by spearheading multimedia initiatives, producing over 30 videos on interviews and events.
- Innovated cross-platform content strategies like print-to-digital expanded interviews and shopping pages with affiliate links.
- Elevated article reach by harnessing social media trends for content ideas and implementing platform-targeted headlines.

### BEAUTY WRITER, **Marie Claire Malaysia**

Kuala Lumpur, Malaysia / Nov 2010 – Aug 2015

Wrote for the entire section, styled spreads and coordinated 8 large-scale projects. Advanced cultural conversation on modern concepts of beauty diversity and [empowerment](#).

- Yielded \$32k in sales revenue pitching buy-ins and affiliate links for [20 Products That Will Change Your Life](#) awards.
- Cultivated alliances with industry leaders and gathered market intelligence by attending global beauty events, fashion weeks.
- Consulted on international brand strategies for Clarins and Laura Mercier, featured in Marie Claire U.S. [May 2013](#) issue.

### ASSOCIATE DIRECTOR, **websitegurus Australia**

Perth, Australia / Aug 2005 – Oct 2010

Managed Australian sales and Malaysian content teams. Set highest record of 7 website sales in one week and developed content selection interface that generated \$170k in profit.