

ANYI WONG-LIFTON

503.679.2850

anyi.wonglifton@gmail.com

anyiwonglifton.journoportfolio.com

Los Angeles, CA

EDUCATION

Scripps College

Claremont, CA 2016 – 2018

B.A. in Religious Studies, Honors

Emphasis on visual & literary representation

Minor in Media Studies

Bryn Mawr College

Bryn Mawr, PA 2014 – 2016

HONORS & AWARDS

- ◆ Summa cum laude (4.0 GPA)
- ◆ Phi Beta Kappa
- ◆ Theta Alpha Kappa
- ◆ Wicker Religious Studies Senior Thesis Award

ADDITIONAL ACTIVITIES

- ◆ **House Manager**, Scripps College Performing Arts Center 2016 – 2018
- ◆ **Assistant Promotions Director**, WHRC Bi-College Radio Club 2015 – 2016
- ◆ **Committee Member**, Bryn Mawr Student Government Association 2015 – 2016
- ◆ **Usher**, The Arts at Bryn Mawr College 2015 – 2016
- ◆ **Crime Editor/Reporter**, The Bi-College Newspaper 2014 – 2016
- ◆ **Mentor**, Belmont Charter School Mentoring Program 2014 – 2016

SKILLS

Microsoft Office Suite, Google Drive, Keynote, WordPress, Timely, Adobe Photoshop & InDesign, iMovie, Social Media, Slack, Trello, CubeYou

WORK EXPERIENCE

Strategy Coordinator, Strategy & Concepts, The Marketing Arm

Los Angeles, CA January 2019 – Present

Entertainment & Strategy Apprentice, The Marketing Arm

Los Angeles, CA June – December 2018

- ◆ Collaborated with senior strategist on researching new business opportunities
- ◆ Met with talent/managers/brands, and reviewed concerts
- ◆ Created decks on music business/live events/platforms/technology
- ◆ Scanned films/shows for placement results, read scripts for opportunities
- ◆ Assisted with creation of client reports and recommended talent to clients
- ◆ Tracked industry trends and news, wrote weekly music trends column
- ◆ Maintained Film/TV/OTT & Music team databases
- ◆ Select brands: Samsung, Harley-Davidson, Pepsi, AT&T, State Farm

Editor's Assistant, Scripps College Marketing & Communication

Claremont, CA September 2016 – May 2018

- ◆ Wrote 500-800 word articles for website and print magazine
- ◆ Assisted Digital Marketing Specialist with visual stories and live-tweeting

Editorial Intern, Portland Monthly Magazine

Portland, OR May – August 2017

- ◆ Pitched and wrote 10 online and 2 print articles; contributed to 12 weekend guides and vegan pizza restaurant guide
- ◆ Fact checked 27 pieces, including 2,500+ word feature, for print issues
- ◆ Interviewed world-famous architect, MLS goalie, James Beard awarded chef

Freelance Reporter, Clackamas Review/Oregon City News

Portland, OR June 2017, June – August 2016, June – August 2015

- ◆ Wrote 25 articles featured online and in weekly print issues
- ◆ Organized content and took photos for 2016 and 2017 high school graduation specials
- ◆ Covered arts, human interest, and city government news
- ◆ Summarized police logs, met weekly deadlines, and copy edited

Digital Marketing Intern, The Nature Conservancy

Portland, OR December 2016 – January 2017

- ◆ Created digital promotion plan for TNC Oregon's redesigned website, including social media post suggestions
- ◆ Assessed landing pages for viewer friendliness and effectiveness in connecting with younger audiences

Editorial Intern, Artslandia Magazine

Portland, OR June – August 2016

- ◆ Researched and wrote 50 word descriptions of 50+ performing arts companies' shows for online and print calendar
- ◆ Fact checked, created crossword puzzles for playbills, assisted in editing and layout of annual print issue, input events into online calendar