

Sophia Sun

07482 207 664 | f.sophiasun@hotmail.com | London

PERSONAL PROFILE

A versatile bilingual professional with a post graduate degree from LSE, I bring an eye for detail, the ability to adapt to changing priorities and a positive attitude to get the job done. A self-starter, I relish working in a team, have a strong work ethic and a passion for news and communications.

EMPLOYMENT HISTORY

Work Experience, Financial Times, London, Nov 2021 - present

- Worked remotely, flexibly and collaboratively within a team to create a business development plan focusing on marketing and ROI
- Attending workshops to learn career visualisation, personal statement writing, GROW model, career footprints on social media
- Successfully presented our business plan to senior FT staff as a team

Production and Research Intern, Tortoise Media, London, Jun 2021 - Sep 2021

Tortoise Media, founded by James Harding, aims to produce slower, more in-depth news stories. My role involved:

- Pitching and writing pieces for the Sensemaker, a daily newsletter from Tortoise that provides clear, calm analysis on the stories that matter most right now and what's driving them, covering anything from Covid-19 to Chinese economy and politics
- Taking charge of the production of the Sensemaker across all platforms including the Tortoise website and the email on a daily basis collaborating with the wider team
- Conducting original research to assist with the production of Tortoise's slow newscast, a sensational podcast series and the Sensemaker Live, a live event hosted online discussing a topic and the reasons behind by taking advantage of my cultural background and language skills
- Supporting a wider team to make slides with visualisation

Web Production Intern, Thomson Reuters Foundation, London, Feb 2021 - May 2021

Thomson Reuters Foundation is an international news organization focusing on under-reported stories. My role as Web Production Intern involved:

- Taking charge of the production of the [news.trust.org](https://www.news.trust.org) site, including story selection from the Reuters wire, adding photographs and related material, creating thematic story packages
- Assisting with administration work, eg. managing the editorial planner on a weekly basis, keeping up to date filling information of new staffs or contributors
- Pitching and writing stories for the [news.trust.org](https://www.news.trust.org) site
- Generating story leads on social media to promote Thomson Reuters Foundation's work
- Working with the social team on promotional campaign

Freelance Researcher/Channel Executive, Crossroads Of The World, London, Aug 2019 - present

Crossroads of the World is a YouTube channel that offers political commentary on global current affairs for a Chinese-speaking audience of over 330,000 people worldwide. I am responsible for:

- Researching story ideas and actively contributing to programme development. For example, investigating on the breakout of coronavirus in China
- Sourcing stories, contributors and other content for the show through social media
- Community management and content posting across YouTube and the brand's other social media channels
- Interacting and engaging with our audience and using their feedback for future idea generation

Bilingual Customer Care&Sales Advisor, AllSaints, London, Nov 2019 - Jan 2021

- Resolved up to 50 customer service tickets per day, such as complaint handling, processing monetary transactions, liaising with logistics and payment gateway partners
- Managed customer contacts across multiple channels including phone, email, social media and live chat in line with brand tone of voice guidelines
- Liaised with internal departments as well as external business partners
- Translated enquiries from English to Chinese or vice versa when required

Broadcast Journalist, NTD (New Tang Dynasty) Television, London, Oct 2016 - Jul 2019

NTD Television is an independent broadcast network that provides news in both English and Chinese to a global audience of millions, with correspondents in over 70 cities worldwide.

- I produced and reported for 150 broadcast news packages, covering everything from the 2017 General Election and the Brexit vote to various London terror attacks and the Grenfell fire. This involved sourcing stories, pitching, filming, video editing, scripting, and interviewing.

Writer/Marketing Executive, Elite GB Magazine, London, Sep 2014 - Sep 2016

Elite magazine is a luxury lifestyle Chinese language magazine based in London. I wrote reviews and features for both our digital and print platforms and also worked across our social media channels including Weibo and Wechat.

Assistant to the Producer Director, Star Media Production Company, Shanghai, Nov 2012 - July 2013

Star Media Production is responsible for some of China's most-watched reality TV shows, such as China's Got Talent and The Voice of China.

- Assisted directors with screening, selecting and choreographing programmes for China's Got Talent
- Trained and supervised a team of intern assistants for the production of The Voice of China
- Worked with presenters and managed celebrity talent throughout the production

SKILLS

- Web production: CMS, Mailchimp, Lynx, Salesforce and Flourish
- Audio editing: Audition and Audacity
- Filming and video editing: Sony A7 and Final Cut Pro

EDUCATION

- **London College of Communication, Jun 2020 - Present**
Refugee Journalism Project, gaining training on UK Journalism Industry knowledge, Journalism Skills, Journalism English, and Media Law etc.
- **London School of Economics, Sep 2013 - Sep 2014**
MSc in Media and Communications, Grade: Merit
- **Shanghai University (Sep 2009 – Jul 2013), Shanghai, China**
BA in Advertising, Grade: 1:1, Ranking: 3/330

HOBBIES AND INTERESTS

- I am passionate about Chinese culture and spend time advocating it outside my work through promoting performing arts and playing the Guzheng, a traditional Chinese instrument, both as part of an orchestra in China and at celebratory events in the UK