



YUK LING LOO (JAYNE)

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Room 308, Block 7 Flat 53, The Forge, Sunderland SR4 6PL

I am a passionate and experienced writer based in the United Kingdom. Culture and Music always fascinates me and I am devoted to building and experiencing new skills that create great impact.

Socials



EDUCATION HISTORY



September 2022 - Present

UNIVERSITY OF SUNDERLAND

NATIONAL COUNCIL FOR THE TRAINING OF JOURNALISTS

My current subjects include:

Media Law, Design and Production Journalism, Newsroom Live, Social, Audio Visual, E-Portfolio

September 2022 - Present

UNIVERSITY OF SUNDERLAND

BA(HONS) IN JOURNALISM

Advanced Feature Writing, Design and Production Journalism, Newsroom Live, Social, Audio Visual & Practical PR Theory and Strategy, Advanced Digital Storytelling, Journalism Practical Project, Journalism Placement and Employability, E-Commerce

April 2020 - August 2022

IACCT COLLEGE MALAYSIA

Diploma in Mass Communication

Year 1

Principles of Advertising, Presentation Skills, Creative Thinking, Computer Skills, Introduction to Sociology, Mass Communication, Principles of Journalism, Public Relations, Media and Culture, Photography and Digital Imaging

Year 2

Convergent Journalism, Media Ethics and Regulations, Video Production, Writing for Different Media, Media Criticism, Publicity and Media Relations

Year 3

In-Company Practical Training, New Media Studies, PR Campaign, Corporate Communication, Print Journalism

WORK EXPERIENCE

SPARK SUNDERLAND

JOURNALIST



JAN 2022 - PRESENT

- Wrote articles for the website
- Pitch story ideas in news conferences
- Published articles using wordpress
- Promoted stories on social media
- used Google Analytics to get story ideas

UNIVERSITY OF SUNDERLAND

STUDENT AMBASSADOR

NOV 2022 - PRESENT

- Assist with Open Day and supported peers
- Responsible for creating content as a Digital Ambassador
- Worked and supported staff and lecturers during sessions with Year 5 - Year 12 students

STAR MEDIA GROUP MALAYSIA

STAR METRO REPORTER / JOURNALIST



JANUARY 2022 - MARCH 2022

- Responsible for writing/interviewing for community news & events
- Provided ideas for new story ideas every week
- Published over 30 articles under the byline 'JAYNE LOO' on print and StarOnline.
- My articles got the attention of Government officials and city councils.



Plenty to buy for Jade Emperor's birthday



Trending in Metro

- 1 METRONEWS 10:40 AM: Effects of foot andy... (Pinning)
- 2 METRONEWS 10:40 AM: King's council... (Pinning)
- 3 METRONEWS 10:40 AM: Face a page... (Pinning)
- 4 METRONEWS 10:40 AM: Dulu and... (Pinning)
- 5 METRONEWS 10:40 AM: PERS... (Pinning)
- 6 METRONEWS 10:40 AM: PERS... (Pinning)

RELEVANT COMPETENCIES

Google Sheets Adobe Illustrator
 Google Slides Adobe Photoshop
 Microsoft Office Adobe InDesign
 Canva Google Docs
 Wordpress Microsoft Teams
 Wix.com Journo Portfolio



LANGUAGES

English Native
 Chinese Proficient
 Malay Proficient
 Cantonese Proficient
 Hokkien Proficient

REFERENCES

DR. ALISTAIR ROBINSON
 PROGRAMME LEADER
 UNIVERSITY OF SUNDERLAND
 +4407932041321
 alistair.robinson@sunderland.ac.uk

AMRITA DHILLON
 LECTURER IN MEDIA
 IACT COLLEGE
 +0193112186
 amrita@iact.edu.my

RELEVANT WORK EXPERIENCE

FIND YOURSELF IN IACT

ASSISTANT LEAD OF PUBLIC RELATIONS AND MEDIA MAY 2022 – AUGUST 2022

- Leading a team of three with my leader
- Responsible for writing press releases and invites
- Contribute ideas for more coverage
- Assisted other departments for suggestions and ideas
- Written an article of the event overview that was published on the college website

BACKLANTALES

SUBEDITOR & BOOK PUBLISHER

SEPTEMBER 2021 – DECEMBER 2021

- 1/3 authors of "Feeling Different"
- Subeditor of the Backlane Tales
- Contribute ideas for front pages of Backlane Tales
- Collaborated and assisted other editors in terms of suggestions and ideas

YOUTH NEWS OFFICIAL

HEAD OF PRODUCTION & LEGAL

APRIL 2021 – APRIL 2022

- Lead team to manage Production of Youth News Official
- Responsible for final production of all content for the website
- Managed three platforms – Anchor, Tiktok & Youtube
- Collaborated with multiple departments (Multi-media, Editorial, Publicity & Marketing, Content Curator, Editor in Chief and Managing Editor)
- Secured an interview for the organization team with **GoodNews.my**
- Lead team to manage Production of Youth MEDIA
- Responsible for final production of all content for the website
- Worked closely with the Editor in Chief together with Editorial, Design, Tech and Legal

SEMBANG WITH PARTS

CO-FOUNDER & PODCAST HOST

MARCH 2021 – OCTOBER 2022

- Co-founder of **SEMBANG WITH PARTS** podcast
- Host of Ep 1 : One year anniversary in MCO , Ep 2 : Student Appreciation Month, Ep 3 : Teacher's Day & Ep 7 : Halloween Special
- Scriptwriter for Ep 2 : Student Appreciation Month & Ep 7 : Halloween Special

