

# Andrea Yu

A freelance journalist writing reported features, business case studies and first-person narratives focused on emerging trends in Toronto and Canada.

## EXPERIENCE

### Freelance Journalist, Toronto

SEPTEMBER 2012 TO PRESENT

Writing long-form content for national magazines and newspapers, ranging from 700 to 3,000+ words. Experienced in sourcing candidates, conducting interviews and revising drafts based on editor feedback.

### Foodism Magazine, Toronto — *Staff writer*

NOVEMBER 2016 TO MAY 2018

Produced and developed short and long-form content for a bimonthly print magazine. Wrote weekly digital articles and a weekly email newsletter. Brainstormed, strategized and executed editorial themes. Developed branded content projects with sales representatives and wrote client advertorials.

### Hudson's Bay Company, Toronto — *Lead product copywriter*

MAY 2013 TO OCTOBER 2014

Wrote product descriptions for home and fashion items sold on TheBay.com and LordandTaylor.com. Managed a team of junior copywriters and freelancers. Proofed and edited the work of junior copywriters for errors and writing tone.

## EDUCATION

### University of Hong Kong, Hong Kong — *Master of Journalism*

SEPTEMBER 2010 TO MAY 2011

Completed courses in video news production, health journalism, media law and photojournalism. Achieved a Mark of Distinction for outstanding coursework.

### McMaster University, Hamilton — *Bachelor of Science*

SEPTEMBER 2004 TO MAY 2008

Completed an honours thesis project in the Department of Psychology. Embarked on a two-semester exchange at the University of Copenhagen.

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## PUBLICATIONS

[URLs to author pages]

[Globe and Mail](#)

[Toronto Life](#)

Maclean's

[Canadian Business](#)

[Toronto Star](#)

[Cottage Life](#)

[Foodism](#)

[Escapism](#)

enRoute

[U of T Magazine](#)

## CLIENTS

G Adventures

Sunwing

Sunlife, Lumino Health

## SUBJECT MATTER EXPERIENCE

Life

Business

Food and drink

Real estate

Careers and employment

Design

Travel

Fitness

## SKILLS

Interviewing

Profile-writing

Editing

Sponsored content

Sourcing interviews

Proofreading

## AWARD NOMINATIONS

Feature Writing

National Magazine

Awards, 2017

Service Journalism

National Magazine

Awards, 2022

Best Column

National Magazine Awards

B2B, 2022