ANDREA YU | FREELANCE WRITER

hello@andreayu.ca

EXPERIENCE

Freelance Writer **Toronto, Ontario** **Jan 2013 to present**

- Publication list: Toronto Star, Globe and Mail, Toronto Life, Chatelaine, Maclean's, VIA: the Blog, enRoute, Canadian Traveller, Narratively, CNN Travel, The Costco Connection
- Client list: PODS, FoodShare, G Adventures, Globe Content Studio
- Writing samples can be found at andreayu.ca

Staff Writer **Foodism, Escapism Toronto** **Nov 2016 to April 2018**

- Produced short- and long-form content for bi-monthly and quarterly print magazines
- Wrote weekly online articles and compiled a weekly email newsletter
- Brainstormed, strategized and executed editorial themes
- Collaborated with design team and photographers for page and feature layout
- Developed branded content projects with sales associates and wrote client advertorials

Lead Copywriter, eCommerce **Hudson's Bay Company** **May 2013 to Oct 2014**

- Wrote concise, persuasive product descriptions for select items on TheBay.com
- Ensured all copy produced aligned with Hudson's Bay's unique identity and voice
- Promoted from eCommerce Merchandise Associate (Nov 2012 to May 2013)

Around Town and Clubbing Editor **Time Out Hong Kong** **May 2011 to Sep 2012**

- Produced features, interviews and previews on a biweekly deadline
- Sourced and selected photos or scheduled photoshoots with an in-house photographer
- Collaborated with graphic designers for page layout using InCopy and InDesign
- Uploaded stories to a CMS, enhancing reader experience through hyperlinks and videos

EDUCATION

Advanced Feature Writing **Ryerson University** **Jan to Apr 2014**

- Improved interviewing techniques and narrative writing skills in a part-time course
- Produced a 2,300-word feature on nurse practitioners in Canada

Master of Journalism **University of Hong Kong** **Sep 2010 to May 2012**

- Completed courses in Video News, Photojournalism and Online Journalism
- Graduated with a Mark of Distinction for outstanding performance in coursework

Bachelor of Science **McMaster University** **Sep 2004 to May 2008**

- Submitted an Honours Thesis research project in the Department of Psychology
- Completed a two-semester exchange at the University of Copenhagen (2006-2007)

National Magazine Awards 2017 nominee in Short Feature Writing for Kids of Koreatown*, a story on the intergenerational dynamics of Korean restaurant owners for* Foodism Magazine *(foodism.to/kids-of-koreatown)*