ANDREA YU | FREELANCE WRITER

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EXPERIENCE

Staff Writer **Foodism Magazine** **Nov 2016 to April 2018**

- Produced and developed short and longform content for a bimonthly print magazine
- Wrote 3-4 digital articles per week and created a weekly email newsletter
- Brainstormed editorial themes and strategies and their execution
- Worked with sales members to develop and write branded content pieces

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

- Publication list: Toronto Star, enRoute, Post City, MENU Magazine, Canadian Traveller, Narratively, CNN Travel, Time Out, Extra Crispy, The Costco Connection, YellowPages
- Client list: Hudson's Bay Company, Mark's, Sunwing, MediaPlanet and Mission Response
- Writing samples can be found at andreayu.ca

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

- Wrote concise, persuasive product descriptions for select items on TheBay.com
- Met multiple daily deadlines on a tight production schedule
- Ensured all copy produced was 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 strict biweekly deadline
- Supervised interns and provided feedback to improve clarity and style
- Sourced and selected photos or scheduled photo shoots with in-house photographer
- Collaborated with graphic designers to lay out pages 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 to the Department of Psychology
- Completed a two-semester exchange at the University of Copenhagen (2006-2007)