

Sum Yu (Jasmine) Ng

jasmine.ng1002@gmail.com • www.linkedin.com/in/jasmine-ng-595521b5/ • (647) 335-2511

📍 Based in Metro Vancouver

SUMMARY

Multilingual communications professional with 5+ years of experience in **media, digital content creation, and storytelling**. Graduated from a Master of Journalism graduate from UBC. Currently working as a **Communications Assistant** at **Peter A. Allard School of Law**, with hands-on experience supporting **digital communications** and **event outreach**. Strong proficiency in **visual content creation, copywriting and editing, and video editing**. Proficient in **Microsoft Office** (Word, Excel, PowerPoint, Outlook, OneNote), **Adobe Creative Suite** (Photoshop, Illustrator, InDesign, Audition, Premiere Pro), **Canva, WordPress**, and **social media tools** (Instagram, LinkedIn, X, TikTok, Bluesky, WeChat, Redbook). Passionate about **engaging communities through dynamic storytelling** across digital platforms.

EDUCATION

The University of British Columbia	Master of Journalism Honor: Faculty of Arts Graduate Award <u>Relevant Coursework: Decoding Social Media, Visual Journalism</u>	May 2025
	Bachelor of Arts (Major in International Relations) Honor: International Student Scholarship	May 2018

AWARD

2025 Digital Publishing Awards (Best One-of-a-Kind Storytelling Category) - Finalist
(Check out the work here: <https://ubcjournlism.shorthandstories.com/a-taste-of-home/index.html>)

SKILLS

Languages: English (native), Cantonese (native), Mandarin (native), Korean (intermediate working proficiency), Japanese (beginner)
Microsoft Office: Word, Excel, PowerPoint, Outlook, OneNote
Graphic Design & Visuals: Canva, Adobe InDesign, Illustrator, Photoshop
Project & Collaboration Tools: SharePoint, Microsoft Teams, Slack, Asana, Google Drive
Multimedia & Audio Production: Adobe Premiere Pro, Audition, iMovie, podcast editing
Digital Content & Communications: Copywriting, social media management (using Buffer), video scripting, interviewing, photography, storytelling, campaign planning
Platforms: Instagram, LinkedIn, TikTok, YouTube, X (Twitter), Facebook, WeChat, Redbook, Weibo, WordPress

RELEVANT WORK EXPERIENCE

UBC Peter A. Allard School of Law; Vancouver, Canada

Communications Assistant | May 2025 – now

- Coordinate event logistics and manage registration for multiple research communities and public webinars to ensure smooth participant communication and timely follow-ups.
- Draft, design, and distribute newsletters, blog posts, event invitations, and promotional materials using tools such as Canva and Adobe InDesign to support public outreach and knowledge mobilization efforts.
- Manage and update WordPress websites, social media platforms (X, LinkedIn, Bluesky), and mailing lists
- Prepare concise research summaries and key messages to support presentations and media interviews.

JAR Audio; Vancouver, Canada

Audio Editor Intern | June 2024 – July 2024

(JAR Audio is a branded podcast production and marketing agency based in Vancouver, Canada.)

- Collaborated with producers on podcast production for branded content.
- Applied techniques in recording, editing, and mixing audio using Adobe Audition and Pro Tools.
- Conducted topic research and fact-checking to support episode planning and ensure content credibility and relevance.

Snow Goose Media; Vancouver, Canada

News Anchor/Reporter (Freelance) | July 2024 – now

- Reported on community and provincial issues, specializing in feature stories and political coverage that resonated with multicultural audiences.
- Produced multimedia content from scripting and shooting to editing and presenting.
- Conducted interviews, developed news angles, and applied editorial judgment in alignment with newsroom priorities and public interest.

RELEVANT VOLUNTEERING EXPERIENCE

Canadian Wings of Rescue; Vancouver, Canada

Media Specialist | April 2025 – now

- Created and managed bilingual social media content to promote animal rescue missions and raise awareness about animal welfare.
- Pitched story ideas to news outlets nationwide to secure earned media coverage.
- Developed visual content using Canva and Adobe tools to support outreach initiatives.

OTHER WORK EXPERIENCE

Blue Umbrella Risk Management Canada Limited (affiliate of AML Rightsource); Toronto, Canada

Analyst (Enhanced Due Diligence) | April 2023 – July 2023

Junior Analyst (Enhanced Due Diligence) | May 2022 – April 2023

- Conducted detailed open-source research and synthesized complex information for compliance and due diligence reports, demonstrating strong analytical and written communication skills.
- Edited and fact-checked assessments with attention to accuracy and clarity, supporting high-quality, reliable documentation.

OMNI Television (contracted to Fairchild New Media) – News Anchor/Writer/Reporter (Cantonese & Mandarin); Toronto, Canada

April 2022 – May 2022

- Created clear, concise video scripts and edited visual elements for broadcast and digital audiences.

Television Broadcasts Limited (TVB) – News Reporter/Translator/Sub-editor; Hong Kong

July 2019 – March 2022

- Wrote, produced, and delivered timely video content for digital platforms and live broadcasts.
- Conducted interviews and on-site reporting to create compelling multimedia news stories.

Phoenix Television – Translator; Hong Kong

August 2018 – July 2019

- Created bilingual news content based on English and Chinese sources.
- Reviewed and edited reports from international correspondents for accuracy and clarity.

Fairchild Radio Vancouver – News Reporter & Anchor (part-time); Vancouver, Canada

February 2016 – April 2017

- Produced and presented hourly news bulletins, traffic updates, and weather reports.
- Edited and adapted English-language news for a Chinese-speaking audience.

SCHOOL LEADERSHIP AND STUDENT ORGANIZATIONS

UBC Hong Kong Studies Initiative – Event Assistant; Vancouver, Canada

January 2018 – April 2018

- Supported event logistics and assisted with video content creation to enhance event promotion.
- Conducted interviews and collaborated with guest speakers to enrich program engagement.

UBC Dialogue – Event Planner & Public Relations Coordinator; Vancouver, Canada

November 2017 – April 2018

- Coordinated and facilitated campus dialogue events, overseeing scheduling, communications, and handling participant registration inquiries with professionalism and strong interpersonal skills.
- Drafted clear and concise event proposals, reports, and promotional materials to support event planning and funding applications.