

# BILLY (PING-LI) WU

Content Strategist/Senior Journalist | AI Integration/ Data-Driven Storytelling

Bilingual content strategist and investigative journalist with 3 years of experience at media outlets, including Taipei Times and CNA. Expert in **brand storytelling** and transforming **complex data into high-impact cross-platform narratives**. Proven specialist in **agenda-setting** and **leveraging AI to boost production efficiency by 40%**

✉ billywu56700@gmail.com

🌐 <https://billywu.journoportfolio.com>

🏠 Taiwan/Remote

🌐 Billy (秉勳) Wu

## Education

### MA in Global Communication and Innovation Technology

National Chengchi University  
2023-2025

Utilized AI for custom marketing proposals and digital communication efficiency. Directed quantitative research to drive brand strategy and decision-making. Enhanced brand positioning /UX through targeted user research.

## Core Skills

### Content & Strategy

- AI-Automated Copywriting
- Investigative Reporting & Content Development
- Multimedia Production
- Project Management
- Communication/Coordination
- SEO Content Strategy

### Data / Performance Optimization

- Data Analytics
- Quantitative Research (R/SPSS)
- Media Monitoring
- Brand Positioning Analysis

## Languages

- Mandarin: Native
- English: Proficient
- German: Basic
- French: Basic

## Content Strategy & Platform Growth

Specialist in data-driven growth and marketing strategies. Achieved **30% LinkedIn growth**, **5,000+ newsletter subscribers**, and a viral video with **230k views**. My reporting for Taipei Times has earned #1 monthly viewership and influenced public policy. Expert in **R/SPSS, SEO, and AI integration**, I convert complex data into high-impact, cross-platform brand narratives.

## Work Experience

### Feaute Reporter/AI Project Manager

May 2025 - 現職

Taipei Times

- Lead data-driven investigative series on social issues using public records and advanced data visualization.
- Produced the month's **#1 most-read report**, successfully triggering official policy responses and public discourse.
- Engineered **AI workflows and templates** for articles and short-form videos, significantly **increasing newsroom output efficiency by 40%**.

### Singapore Correspondent/Editor Intern

Jul - Sept 2025

Central News Agency (CNA)

- Managed **end-to-end production for 20+ international news** segments in Singapore, overseeing conceptualization through post-production.
- Translated complex **TradFi, blockchain, and macroeconomic data** into high-value insights for professional audiences.
- Secured **exclusive interviews with ASEAN executives** through strategic **cold outreach and stakeholder management**.
- Delivered **high-precision financial reports** under high-pressure deadlines, responding rapidly to emerging industry trends.

### Broadcast Reporter

Jul 2024 - Mar 2025

Public Television Service, TaiwanPlus

- Produced 100+ English video reports**, with top-performing segments achieving 100+ social shares.
- Translated **complex industry data (TSMC/Green Energy) into authoritative narratives for a global audience**.

### Podcast Producer/Social Media Manager

Mar - Jul 2024

CommonWealth English

- Led social media rebranding, **driving 30% LinkedIn follower growth** and **5,000+ newsletter subscriptions**.
- Optimized content using platform analytics to achieve peak video performances of **16,000+ views**.