

PHOEBE YAO

ENTERTAINMENT JOURNALIST

CONTACT

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-  Los Angeles, California

LINKS

- [Portfolio](#)
- [Linkedin](#)

SOFTWARE

- Adobe Suite
- Google Workspace
- Canva

SKILLS

- HTML Embed and Formatting
- Article Writing & Editorial Development
- Interview Conduct & Preparation
- Content & Production
- Partnership Development
- Project Management

LANGUAGE

- English - Native
- Chinese - Native/Fluent
- Japanese - Intermediate
- Korean - Limited Working Proficiency

SUMMARY

Experienced in building high-quality branded content, managing artist relations, and delivering reports across live events, interviews, and digital platforms.

EXPERIENCE

MULTIMEDIA ENTERTAINMENT JOURNALIST

Freelance - Los Angeles

07/2025 - Present

- Emerging freelance entertainment journalist specializing in K-pop, K-drama, and the global Hallyu wave.
- Written Contributions: KpopPost

GLOBAL INTERN / GLOBAL MARKETING PD

Asia Lab - Seoul

10/2024 - 07/2025

- Coordinated participation top Asian artists in Hollywood's Unforgettable Gala, serving as a key liaison between talent, brand, and media partners.
- Reported on and produced multimedia coverage for the 22nd Unforgettable Gala, highlighting global Asian talent and brand collaborations.
- Produced branded short-form video content that contributed to a 28% growth Instagram engagement, showcasing scalable digital IP potential.

EVENT COORDINATOR VOLUNTEER

Trip.com - Seoul

03/2025

- Supported Trip.com's sponsorship activation during G-Dragon's 2025 "UBERMENSCH" World Tour, coordinating backstage VIP relations and sponsor presence across two sold-out shows.
- Assisted in coordinating sponsor and vendor relations to support large-scale film and cultural events.

CERTIFICATION

NBCU ACADEMY

Fundamentals of Journalism

11/2025

EDUCATION

EMERSON COLLEGE

Bachelors of Arts - BOSTON, MA

Media Arts Production

08/2024

UCLA EXTENSION

Journalism: "The Art of The Interview"

11/2025

DIRECT ASSISTANT DIRECTION OF EVENTS

NewFilmmakers Los Angeles (NFMLA) - Los Angeles

2018, 2019

- Coordinated sponsor/vendor relations and collaborated with cross-functional teams to deliver seamless partner-driven film and cultural events.
- Ensured sponsor visibility and guest experience for brand partners during large-scale entertainment showcases.
- Supported the Events & Outreach Director in managing partnerships and guest experiences during high-pressure situations.