

## KAYIU WONG

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### EDUCATION

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**Pepperdine University – Malibu, CA** Cumulative GPA: 3.87 August 2016 - May 2020  
Bachelor of Arts in Journalism with Concentration in Sociology

### PROFESSIONAL EXPERIENCE

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**NBC News – New York, NY & Universal City, CA** June 2019 – May 2020  
***Social Media Intern*** (January 2020 – May 2020)

- Produced and posted content for NBC News and MSNBC social accounts with over 18 million followers
- Assisted in breaking news coverage by clipping videos of live shows and live-tweeting major events
- Monitored social media analytics for optimal engagement to strategize scheduling of social posts

***Production Intern for NBC Nightly News with Lester Holt*** (June 2019 – December 2019)

- Assisted correspondents and producers across two bureaus with story development by logging interviews, gathering visual elements and fact-checking information
- Researched story ideas on criminal justice reform, vaping-related illnesses and mental health crisis
- Sourced and cleared photos and videos from social media for broadcast use

**NewsWaves 32 – Malibu, CA** August 2016 – May 2020  
***Executive Producer & Lead Reporter***

- Produced over 30 weekly live newscasts that covered Malibu and Calabasas, California news
- Structured rundowns and edited scripts for appropriate technical directions, language and attribution
- Reported live on scene after Borderline Bar & Grill mass shooting and during Woolsey Fire in 2018

**Pepperdine Graphic Media – Malibu, CA** August 2016 – May 2020  
***Digital Editor & Social Media Director***

- Edited and published 15 articles a week online to the Pepperdine Graphic website with multimedia elements such as videos, photo galleries and social media embeds
- Led team of five editors to revamp social media strategy that increased digital engagement and traffic
- Spearheaded breaking news coverage of major events, such as deadly helicopter crash that killed Kobe Bryant, campus closure due to COVID-19 and local brush fires in Los Angeles County

**Southern California News Group – Los Angeles, CA** June 2018 – August 2018  
***Editorial Intern***

- Wrote up to four stories a day, including local government news and human-interest features
- Covered hyperlocal news stories for 35 cities across three daily newspapers in Los Angeles County
- Broke story on the expansion of dual language immersion programs leading to severe shortage of bilingual teachers in the San Gabriel Valley

**The Hill – Washington, D.C.** January 2018 – April 2018  
***Editorial Intern***

- Covered up to three congressional hearings a week for The Hill's newspaper and website
- Conducted extensive research projects for editors and reporters related to political news

### RELEVANT SKILLS AND ASSOCIATIONS

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- **Media workflow platforms:** AVID iNews, AVID MediaCentral, AVID Interplay
- **Video editing:** Adobe Premiere Pro, Final Cut Pro
- **Social media:** SocialFlow, Later, TweetDeck, Twitter, Instagram, Facebook
- **Analytics:** Chartbeat, Parse.ly, CrowdTangle, Facebook Audience Insights, Twitter Analytics
- **Associations:** Asian American Journalists Association