

ANGELA S. LU

AngelaLu.weebly.com | Los Angeles | Lu.Angela.S@gmail.com

EDUCATION

- **M.S., NORTHWESTERN U.'S PRESTIGIOUS MEDILL SCHOOL** of Journalism, Media and Integrated Marketing Communications
- **B.A., UCLA, PUBLIC IVY, #1 MOST POPULAR UNIVERSITY**, U.S. News, **DEAN'S LIST**
- **FULL-TUITION SCHOLARSHIP** \$52,000/yr. offered by Newhouse Foundation and Nancy Sharp

PROFESSIONAL SUMMARY

- “Creative, brilliant, generous, hardworking and dependable”
- Editor | Copywriter | Social Media Manager
- 32,000 social media followers and readers via Yahoo and Live Nation
- Interviewed by Pulitzer Prize-winning legendary publication The Village Voice & Apple HQ in 2012-16
- Writing and music acclaimed as “always beautifully crafted, original” and “poetic” by advertising and marketing professionals, also “sharp” and “impressive” by O.C. Register and Chicago Sun-Times critics
- Editing demonstrated “impressive insight” and “intellectual maturity”
- Colleagues “truly enjoyed working with her on a personal, as well as professional level”
- Clients “were both impressed with and appreciative of her copywriting and editing skills”

WRITING & PHOTOGRAPHY [Twitter & Photos](#) | [Tumblr](#) | [Instagram](#) | [Pinterest](#) | [Video Info & Photos](#)

PROFESSIONAL EXPERIENCE

CONSULTING WORK

Jan. 2006 – Nov. 2015

OMNICOM GROUP (RAPP) – TOYOTA, MATTEL, HP ENTERPRISE, CHARLES SCHWAB, L.A.
EDITOR / QA Engineer – Contract

- Edited and rewrote advertising copy for websites and emails at a leading advertising agency
- Reviewed creative layouts for brand voice, grammar, spelling, punctuation, syntax and clarity
- Completed HTML/CSS reviews, mobile device tests and cross-browser rendering checks

YAHOO – LIVE NATION WEBSITE (verify employment via staffing firm: MCGPLC), S.F.

SOCIAL MEDIA EDITOR – Contract

- Wrote engaging social media copy and took captivating photos for 32,000 Twitter and Tumblr readers
- Composed eye-catching headlines and lively descriptions with a consistent brand voice for websites
- Managed social media campaigns, video programming and digital content on nights and weekends
- Edited images via Photoshop for celebrated musicians, pop culture icons and Silicon Valley giant

KAISER PERMANENTE (verify employment via staffing firm: F1 Technical Solutions), L.A.

EDITOR / Case Manager – Contract

- Demonstrated strong verbal communication and client service skills via letters, calls and emails
- Refined documentation and copy via a content and project management system
- Wrote and edited external communications that adhered to corporate style guide

KERN PARTNER – DEX MEDIA (verify employment via staffing firm: Advantage Resourcing), O.C.

COPYWRITER – Contract

- Wrote attention-grabbing blog content by using copy decks, reviews and SEO best practices
- Reviewed copy for brand voice, grammar, spelling, word choice, flow and readability
- Created websites and published digital content through WordPress and HTML

MTVNEWS.COM, EVANSTONNOW.COM, NWITIMES.COM, L.A., N.Y.C., Chicago
POP CULTURE WRITER / Health Writer – Freelance

- Created and edited blog posts, infographics, videos and slide shows via Adobe CS
- Composed interesting copy about pop culture icons for websites under deadline pressure
- Praised as a “sharp” and “impressive” writer by O.C. Register and Chicago Sun-Times critics

BOBIT BUSINESS MEDIA, L.A.

May 2008 – Mar. 2009

JUNIOR EDITOR / Editorial Assistant – Permanent

- Edited and wrote B2B marketing copy about automotive products and electronics

LOS ANGELES MAGAZINE, L.A.

Aug. 2005 – Nov. 2005

FACT-CHECKER – Internship

- Ensured the accuracy of content and pitched story ideas to managers

WARNER/CHAPPELL MUSIC, L.A.

Jun. 2004 – Aug. 2004

A&R INTERN – Internship

- Prepared marketing materials, commercial mailings and promotional kits

RECOMMENDATIONS VIA LINKEDIN

"I have had the privilege of knowing Angela for 6 years and what a joy it has been! **CREATIVE, BRILLIANT, GENEROUS, HARDWORKING AND DEPENDABLE**, Angela puts her full effort into everything she does. Whether I am reading one of her articles or in an informal conversation with her, I am amazed by Angela's ability to cut to the core of complex information and synthesize it into actionable insight. **IN THE CASE OF ANGELA'S MUSIC OR WRITING, THE PRODUCT IS ALWAYS BEAUTIFULLY CRAFTED AND ORIGINAL.** Simply put, Angela is an incredible individual and would be an extremely valuable asset to any team." -Mariel Shaw, Associate Project Manager, Red Door Interactive Marketing & Advertising Agency

"Angela provided impressive insight that added significantly to the breadth, depth and overall quality of our editorial output. **SHE DEMONSTRATED AN INTELLECTUAL MATURITY FAR BEYOND HER YEARS.** This, along with her attention to details, was a perfect mix that helped me tremendously. **I ALSO TRULY ENJOYED WORKING WITH HER ON A PERSONAL, AS WELL AS PROFESSIONAL LEVEL.** I highly recommend Angela for a position. She has the smarts and willingness to dig deeply that would make her an excellent fit." -Robin Gray, Executive Editor, Bobit Business Media

"It was my privilege to work with Angela Lu as part of a team that developed custom content for websites. Angela had the ability to create rich content that represented the clients in the ways they desired. **I HAVE PERSONALLY SPOKEN WITH [CLIENTS] WHO WERE BOTH IMPRESSED WITH AND APPRECIATIVE OF HER COPYWRITING AND EDITING SKILLS.** In addition to writing and blogging, she is also abreast of the current trends used in SEO that have increased the search rankings of our websites. **PERSONALLY, SHE IS A CHARMING PERSON TO WORK WITH AND WAS A REAL TEAM PLAYER.**" -Mike Longo, Digital Web Consultant, Dex Media

"Bright, hardworking and efficient, Angela Lu is dedicated to her craft as a professional editor and social media manager. At Yahoo, she wrote eye-catching social media copy and shot stunning photography for 32,000 followers on Twitter and Tumblr daily. Yahoo's leadership described Angela as 'organized' and her work as 'poetic.' **SOUGHT OUT BY LEGENDARY PUBLICATIONS AND RENOWNED CORPORATIONS,** including The Village Voice and Facebook, **ANGELA IS ONE OF THE INDUSTRY'S BEST PROFESSIONALS.**" -Paul Fernandes, Recruiter, MCGPLC

EDUCATION

NORTHWESTERN UNIVERSITY – MEDILL SCHOOL OF JOURNALISM, MEDIA AND INTEGRATED MARKETING COMMUNICATIONS

M.S., Journalism, Magazine Writing and Editing, 2011
Studies in Social Media, Digital Storytelling and Branding

UCLA – UNIVERSITY OF CALIFORNIA, LOS ANGELES

B.A., Political Science, other studies: Music History, Dean's Honors List, 2007
Arts Writer, The Daily Bruin, "Best All-Around Daily Student Newspaper" (SPJ)
Interviewed famous musicians performing at renowned venue Royce Hall

CUNY – CITY UNIVERSITY OF NEW YORK

Recreational studies in Art History, Graphic Design and Adobe Creative Suite

SKILLS

Social media (Instagram, Snapchat, Twitter, Pinterest, Tumblr, Facebook, LinkedIn, Google+, Flickr, YouTube, Vimeo, Vine, Sprinklr, Spreadfast), copywriting, blogging, WordPress, Medium, HTML, SEO, copy editing, proofreading, content management, CMS, graphic design, image editing, photography, video production, Adobe CS (Photoshop, Illustrator, InDesign, Acrobat, Premiere, Bridge), Microsoft Office (Word, Outlook, Excel, PowerPoint), 75 wpm, PC, Mac, IMS, MRI, Nielsen, comScore, Simmons

ACTIVITIES

Pipa player and student of virtuoso Chi Li for The UCLA Music of China Advanced Ensemble; composer and electric guitarist of electronic / experimental rock band Limbic (performed at well-known venues such as McCabe's Guitar Shop, The Hammer Museum, UCLA's Schoenberg Hall and Orange County Center for Contemporary Art), volunteer for Think L.A. (media, marketing and advertising nonprofit collaborative), volunteer for KCRW 89.9 FM NPR affiliate, fitness enthusiast (martial arts, vinyasa yoga and high intensity interval training)

WRITING & SOCIAL MEDIA

Twitter & Photos <https://drive.google.com/file/d/0B5UNPiCiwdmpUXBqSnhFUXpCNDg/view?usp=sharing>
Tumblr – Yahoo <https://drive.google.com/file/d/0B5UNPiCiwdmpZTFmNWhWTFItMjA/view?usp=sharing>
Tumblr – Personal <http://angelaslu.tumblr.com/>
Video Info & Photos <https://drive.google.com/file/d/0B5UNPiCiwdmpaEhMbk5ZZVcxTDA/view?usp=sharing>
Instagram <http://instagram.com/angelaslu>
Pinterest www.pinterest.com/angelaslu
Facebook <https://www.facebook.com/WestfieldCenturyCity>
LinkedIn <http://www.linkedin.com/in/angelaslu>
Google+ <https://plus.google.com/117928439480068938189>
Flickr <https://www.flickr.com/photos/130897024@N02>
YouTube <http://www.youtube.com/angelaslu>
Vimeo <http://vimeo.com/angelaslu>
Copywriting Clips <https://drive.google.com/file/d/0B5UNPiCiwdmpYI9EVWpYdUY4QzQ/view?usp=sharing>
Wellness Clips <https://drive.google.com/file/d/0B5UNPiCiwdmpWHhBZDBhd0U3cFE/view?usp=sharing>
Music Clips <https://drive.google.com/file/d/0B5UNPiCiwdmpZzA4b1FsSjAwdEU/view?usp=sharing>