

## EXPERIENCE

### ONLINE CONTENT SPECIALIST | **Lambda Legal**

New York, NY Aug. 2005–Present

- o Responsible for all original content on website including homepage features, breaking news, profiles of clients and the creation of community education campaigns
- o Manage and produce monthly electronic newsletter that reaches 42,000 readers
- o Manage links and cross-promotions with other sites; enhance mission and brand identity through blogs and various Web 2.0 entities
- o Optimize content for search engines and provide monthly statistical analysis, web usage reports and recommendations on new content creation

### FREELANCE JOURNALIST

Seattle, WA/New York, NY Aug. 2001–Aug. 2005

Regular contributor to *Seattle* magazine, *Seattle Bride*, the *Seattle Weekly* and *Northwest Home + Garden* magazine. My writing has also been featured in the *Village Voice*, *AsianAvenue.com*, *threeimaginarygirls.com*, *The Inside Track* and others. Actively wrote and campaigned for ethnically diverse stories.

#### Major achievements include:

- o Convio Award for compelling personalized email communications to donors, members and potential supporters.
- o *Seattle Weekly* Readers' Award for Asian hip-hop article

### CONTRIBUTING WRITER/EDITOR | **West Coast Performer**

Seattle, WA Jan. 2001–Jun. 2005

Created the magazine's local music beat covering Seattle musicians. Responsibilities included: assigning and composing all major features on local bands & musicians, producing all music-related news, reviewing live shows/albums, arranging photo shoots, managing web presence (online articles and blog)

## SKILLS

- Microsoft Suite; HTML; GetActive/Convio Community and Website Management System (WSM & CRM); Adobe Photoshop and Acrobat; Lexis Nexis; Bacon's Media Source; FileMaker Pro. Highly proficient in using the Internet for research. Fluent in Cantonese.

## EDUCATION

- **University of Washington** Seattle, Washington 2003  
B.A., Journalism; Dean's List