

Zita Lam

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Qualifications

- Creative thinker, efficient worker, and open-minded learner.
- Strong collaboration, communication, and project management skills in a fast-paced environment.
- Comprehensive writing skills: AP Style, multimedia reporting, features writing, photojournalism, videojournalism, research, and fact-checking.
- Equipments: Canon 70D, Garmin 360-degree Camera, and YI 360 VR Camera.
- Applications: Microsoft Office Suites, Adobe Premiere Pro, Photoshop, and Aftereffects.
- Digital media platforms: Facebook, Instagram, SEO tools, Google Analytics, Wordpress, and Hootsuite.
- Languages: Cantonese, Mandarin, and English.

Experience

OCT. 2017 - PRESENT

One Media Venture, Seattle, WA- *Digital Media & Marketing Executive*

- Produce a variety of digital content for the company's newspaper, visitor guide, and lifestyle magazine.
- Curate new design concepts for videos and animations to support all digital marketing including web, email, and social media.
- Develop effective content strategies based on audience's engagement and digital marketing metrics.
- Create a growth strategy focused on company's branding development and financial gain.
- Maintain strong working relationships with our communications and marketing partners, business, and leadership teams to ensure completion of milestones.
- Lead development and implementation of the intern mentor-ship program.

OCT. 2017 - PRESENT

One Media Venture, Seattle, WA- *PANO Magazine Editor-in-Chief*

- Review all content, articles, and photographs for accuracy and appropriateness.
- Develop editorial boards for upcoming publications, issues, or campaigns with team members.
- Attends social functions or industry events as the publication's representative.
- Determine the editorial guidelines and tone of voice for the brand, ensuring that all content produced falls in line with its style.

AUG. 2016 - OCT. 2017

One Media Venture, Seattle, WA- *Seattle Chinese Times Staff Journalist*

- Published original stories and evaluated content submission for the company's weekly newspaper.
- Conduct in-depth research/interviews to develop compelling story ideas on various topics.
- Created and produced illustrations and video to document events and facts.
- Provided writing and editing support to staff, special projects, and other assignments.
- Identified audiences' interests and communicated new topics under tight deadlines.

Education

University of Washington, Seattle, WA.

July 2016 - June 2018

Bachelor of Arts, Communication: Journalism.

Dean's List, Excellent Academic Record in the College of Arts & Sciences - Winter 2018.

Scholarship, Recipient of Harriet Reid Memorial Scholarship in 2017.

Bellevue College, Bellevue, WA.

Jan 2014 - Dec 2015

Associate of Arts, completed 59 credits

Study abroad, Florence, Italy. Exchange program at American Institute for Foreign Study in 2015.