

# MELISSA LEU

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## SKILLS

### Web

Basic HTML/CSS, Chartbeat, Omniture, SEO, Content management systems

### Social media platforms

Facebook, Instagram, Twitter, Tumblr, Pinterest, Google+, YouTube, Snapchat

### Programs

Microsoft Office, Adobe Photoshop, Adobe Audition, Adobe InDesign, Final Cut X

### Video, photo and audio equipment

Sony EX1R, Canon 5D, Marantz, ZOOM

### Languages

AP Style, Chinese Mandarin (conversational)

## ORGANIZATIONS

Asian American Journalists Association  
Los Angeles Chapter Board Treasurer

## PROJECTS

### “A Family Portrait”

Co-directed a five-time award-winning short documentary sold for educational and broadcast distribution

## EDUCATION

University of Southern California  
B.A. in Print and Digital Journalism  
Minor in Communication Design

## EXPERIENCE

### The Los Angeles Times

Digital Editor | Los Angeles, CA | Sept. 2015 - Present

- Part of the digital team that produced and edited content during the 2016 Pulitzer Prize-winning coverage of San Bernardino shooting
- Pioneered company's first Facebook Messenger bot in collaboration with talent, design, technical and marketing teams
- Synthesize multiple sources of real-time data to coordinate story coverage across departments and content curation on web, mobile and social platforms
- Train various editorial teams on how to use digital tools by writing help documentation and providing one-on-one assistance on best practices
- Work with engagement team to develop social strategy and projects that bring out voices from different communities

### KABC-TV (ABC7.com)

Digital Producer | Glendale, CA | Feb. 2014 - Aug. 2015

- Managed and produced digital content across all platforms for the #1 TV station in Los Angeles-area
- Spearheaded culture of data-informed decision-making by evangelizing the use of real-time analytics in daily workflow for all producers
- Wrote 8-12 breaking news and feature posts per day
- Generated social media traction and managed engagement by curating the best of ABC7 on Facebook (1.4 million likes), Twitter (63,500 followers), Instagram and Google+
- Collaborated with reporters, producers and assignment desk to coordinate on-air and digital coverage

### The Arizona Republic

Reporter | Phoenix, AZ | Oct. 2012 - Jan. 2014

- Investigated statewide and local education issues for the largest media outlet in Arizona, resulting in 2 internal awards for best watchdog reporting