

# JASMIN SUN

## PROFESSIONAL EXPERIENCE

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### REFINERY29 | NEW YORK, NY

SOCIAL MEDIA EDITOR - BRAND EXPERIENCES, OCTOBER 2015 - PRESENT

- Concept, produce and execute real-time and scripted Snapchat stories
- Copywrite paid and organic promotional social posts for custom advertorial content
- Develop promotional strategy for brand partner campaigns (both pre- and post-sale)
- Liaise with marketing team to optimize scheduling of both paid and organic advertorial posts

### VAYNERMEDIA | NEW YORK, NY

COPYWRITER, APRIL 2014 - SEPTEMBER 2015

QUAKER, TROPICANA, TROP50, FERRERO ROCHER, BUDWEISER

- Wrote, planned and produced always-on digital and social media content for assigned brands
- Conceptualized, wrote and presented campaign pitches
- Led bi-monthly (or as-needed) brainstorming sessions to generate on-brief campaign ideas

### SPRING MOVES | NEW YORK, NY

FREELANCE CONTENT MANAGER, JANUARY 2014 - AUGUST 2014

- Wrote, planned and produced always-on digital and social content, including weekly newsletters

### DAILYCANDY; ZAGAT; VICE MEDIA; BON APPÉTIT | NEW YORK, NY

FREELANCE WRITER, OCTOBER 2013 - APRIL 2014

- Pitched, reported and produced timely food stories focusing on restaurant and dining trends
- Researched photos and liaised with press contacts for story art as needed

### EATER NATIONAL | NEW YORK, NY

ASSOCIATE EDITOR, MAY 2013 - JULY 2013

- Wrote 10-12 posts per day
- Sourced and managed freelance writers
- Edited freelance features
- Researched stock images and created original story art using Photoshop

### FOOD & WINE | NEW YORK, NY

DIGITAL EDITORIAL ASSISTANT, NOVEMBER 2011 - MAY 2013

- Managed social posting schedules and contests
- Proofread and copy-edited web articles and daily email newsletters
- Pitched, reported and produced content for F&W site and social media

### EATER AUSTIN | AUSTIN, TX

INTERN TO FREELANCE CONTRIBUTOR, FEBRUARY 2011 - NOVEMBER 2011

- Pitched, reported and produced local restaurant features
- Shot and edited original photography for site
- Researched photos for features as needed

### TEXAS MONTHLY | AUSTIN, TX

EDITORIAL AND DIGITAL INTERN, AUGUST 2010 - MAY 2011

- Improved SEO on TexasMonthly.com using Google Analytics-researched tags
- Pitched, reported and produced interviews for web features
- Coded (HTML) and wrote weekly site e-newsletters
- Copy-edited, fact-checked, and proofread articles and dining guides

### MONEY MAGAZINE, CNNMONEY.COM | NEW YORK, NY

ASME EDITORIAL INTERN, JUNE 2010 - AUGUST 2010

- Contributed to 2010's "Best Places to Live" feature, which launched to 50mm+ page views
- Pitched, reported and wrote original features for CNNMoney.com

### T: THE NEW YORK TIMES STYLE MAGAZINE | NEW YORK, NY

FASHION INTERN, MAY 2009 - AUGUST 2009

- Trafficked samples for fashion and jewelry closets
- Managed sending and receiving designer sample requests
- Tracked sample pulls during shoots
- Fact-checked product credit information

BROOKLYN, NY

jasminsun@me.com

## ADDITIONAL SKILLS

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### SOCIAL MEDIA

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 @missjasmin

 @JasminSun

 eatcetera.tumblr.com

### SOFTWARE EXPERIENCE & OTHER

- Google Docs / Google Drive
- Crowdtangle / Chartbeat
- Percolate / Curalate
- TweetDeck / HootSuite
- Adobe **Photoshop**, InDesign, Illustrator
- **CMS**: Movable Type, Wordpress, Blogger
- **HTML** and **CSS**
- Microsoft Office
- Fluent in **AP Style**

### FOREIGN LANGUAGES

- Fluent in Mandarin Chinese
- Proficient in French
- Basic Swedish

## EDUCATION

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### THE UNIVERSITY OF TEXAS AT AUSTIN

AUGUST 2011 | 3.6 CUMULATIVE GPA

- Bachelor of Journalism // Multimedia Journalism
- Bachelor of Arts // Economics

### AMERICAN SOCIETY OF MAGAZINE EDITORS

JUNE 2010 - AUGUST 2010

- Selected for Summer 2010 internship program

### L'UNIVERSITÉ JEAN MOULIN LYON III

MAY 2008 - JULY 2008

- French language study program in Lyon, France