

SU-JIT LIN

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SUMMARY:

Conscientious, talented, and passionate multi-disciplinary writer with experience in editorial and copy for both print and online media, supplemented by an extensive background in interactive/web project management and administration.

WRITING EXPERIENCE:

Copy Editor

Where Y'at Magazine

March 2008-June 2009

Gold Standard Award: Community Publications

New Orleans, LA

- Proofread all article submissions for grammar, punctuation, spelling, and proper work usage; line-edit magazine content for accuracy and flow in a timely manner; assist in-house with monthly layout and final changes to stories

Food Editor

May 2007-June 2009

- Generated higher readership and community consciousness for the monthly Food News column, utilizing news blasts, press releases, and industry insiders to write engaging, cohesive stories in a uniquely conversational voice
- Pitched and composed locally relevant features and cover general editorial as well as food industry-related events

Travel Writer/Blogger

PlanetEye

November 2007-May 2009

New Orleans, LA

- Established and set the editorial standard for the site with the Community Editor; served as a member of the elite Local Expert Advisory Council to strategize the growth of the site and its network
- Held the lead in regular section hits by consistently producing attention-grabbing posts regarding activities, festivals, and local events; composed discerning reviews for establishment citywide

Contracted Copywriter

K Street Partners

August 2007-August 2009

Media Catalyst

New Orleans, LA

- Worked with minimal supervision to write clear, compelling copy for web, print, email, and formal correspondence, adhering closely to assignment guidelines and deadlines
- Reviewed and offered constructive feedback and criticism for content written by others; edited copy as needed

WORK EXPERIENCE:

*Senior Project Manager & Content Strategist
(formerly Project Manager/Account Executive)*

Lounge Lizard Worldwide

July 2009-Present

Bohemia, NY

- Increased sales by adding copywriting as a service offering, from homepage copywriting, whole site content, and case studies to branding elements like company taglines, Flash animation headlines, and promotional material
- Improved company internal process, workflow, and client relationships by successfully managing all communication, timelines, estimates, budgets, accounts receivable/billing, and status
- Introduced a master production calendar to effectively allocate in-house and freelance resources and create a sensible queue
- Proactively addressed queries, expectations, and asset-gathering for all company clients (up to 55 simultaneously; budgets ranged from \$5k-\$259k) including Canon, Cynthia Rowley, Honeywell, Loop-Loc, Motorola, and Nicolock

Project Coordinator/Account Manager

Mudbug Media

August 2007-May 2009

New Orleans, LA

- Tracked project progress from conception to completion, diligently followed up with and advised clients; logged change requests and project notes in company database to create accurate weekly status reports
- Maintained 650+ existing healthcare marketing accounts for Stryker physician practices, serving as the primary liaison between design, development, and company clients
- Created the firm's first media kit; implemented a Google ad marketing plan which dramatically increased search engine presence, resulting in the highest spike in company history at the time

Assistant to the President

K Street Partners

May-August 2007

New York, NY

- Learned duties quickly and demonstrated an appropriate sense of urgency, especially while coordinating move
- Conducted consumer research to ensure best use of corporate funds for necessary expenditures
- Handled busy executive's schedule, business and personal errands, mail, travel arrangements, resources, and company expense reports

PUBLICATIONS:

2007: *Wise Guides: The Ultimate Fan Guide* (New Orleans Edition)

2008: *Where Y'At Magazine* (various), *Secondline News* (August, September)

2009: *Hungry? Thirsty? New Orleans!*, *Louisiana Cookin'* (February, March), *New Orleans Bride Magazine* (Winter, Spring), *New Orleans Weddings*, *St. Charles Avenue Magazine* (January, June), *Where Y'At Magazine*, *TheVicariousFoodWhore.com*

2010: *New Orleans Bride* (Winter), *The Iron Tomato*, American Book Publishers, *TheVicariousFoodWhore.com*, *Examiner.com*, *Long Island Press* (January; July), *Where Y'At Magazine* (May), *Long Island Pulse* (September)

SKILLS:

Computer: Mac & PC; MS Word, Excel, PowerPoint, Outlook; AppleMail, iCal, iWork, Adobe Acrobat, Transmit; Firefox, Safari, Internet Explorer, Chrome; CMS, Blogger, WordPress, Wikis, databases; typing speed averages **80 wpm**

Writing: formal English spelling, grammar, and punctuation; research, editing; creative non-fiction, experiential/sensory, expository, informational, SEO, and general copywriting; familiar with AP and Chicago style guidelines, style sheets, and standard proofreading markup; accustomed to working under pressure and tight deadlines

Languages: understanding of Spanish, Cantonese, Mandarin; fluent in English and Fuzhouhua

EDUCATION:

Tulane University: BA in History and English (3.64 GPA; *cum laude* graduate)

December 2006