Liya Cui

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Education

Craig Newmark Graduate School of Journalism at CUNY — *M.A. in Journalism*   **Dec 2024 / New York, NY**

- Concentration: Arts & Culture Reporting and Health & Science Reporting
- Media Specialization: Print

Eugene Lang College of Liberal Arts at The New School — *B.A. in Literary Studies*   **May 2018 / New York, NY**

- Concentration: Nonfiction Writing

Experience

Thomson Reuters — *National Affairs Reporting Intern*   **June - Sep 2024 / New York, NY**

- Reporting general U.S. interest news, including [major weather events](), [legal cases](), and [the homelessness crisis]()

Hunts Point Express & Mott Haven Herald — *Reporter*   **Aug - Dec 2023 / New York, NY**

- Reported eight stories in the South Bronx, including [Covid-19 risks](), a [famous food truck](), and a [dispute over a venue's liquor license]()

Additional Professional Experience

Marley Spoon — *Managing Recipe Editor*   **Apr 2022 - Aug 2023 / New York, NY**

- Led the editing team by maintaining brand style and voice and by developing team members' writing and editing skills
- Supported marketing by writing customer communication materials, including emails, direct mail, push notifications and radio ad scripts

Marley Spoon — *Associate Recipe Editor*   **Jan 2021 - Apr 2022 / New York, NY**

- Wrote, copyedited and proofread recipe cards for two meal kit brands, Martha Stewart & Marley Spoon and Dinnerly

Keywee — *Creative Team Lead*   **July 2020 - Jan 2021 / New York, NY**

- Guided and mentored the creative team which resulted in a marked improvement in their performance metrics
- Developed creative best practices for a major client that doubled their ad performance

Keywee — *Junior Copywriter*   **Mar 2019 - July 2020 / New York, NY**

- Wrote, copyedited and proofread copy for Facebook ads that promote stories by leading publishers and brands

Additional Info

- President of the Craig Newmark chapter of the Asian American Journalists Association (Jan 2024 - Present)
- Skills: Microsoft Office Suite, Google Suite, WordPress, Adobe Photoshop, Adobe Premiere, AP Style, SEO