

Cecilia Lei

HOST • PRODUCER • REPORTER

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Experience

Guest Event Host, Producer and Curator (*Contract*),
KQED Live
Jan. 2024 - Present

- Host and produce Asian American Pacific Islander programming for KQED Live, a multiplatform live events and livestream program.
- Research and curate topics, speakers and performers.
- Moderate conversations and interview speakers on-stage.
- Manage run-of-show and day-of logistics for events.

Host/Executive Producer,
Fifth and Mission,
San Francisco Chronicle
May 2021 – Nov. 2023

- Managed editorial team of producers and engineers for SF Chronicle's flagship daily news podcast, *Fifth and Mission*.
- Led podcast editorial strategy and collaborated across newsroom teams.
- Interviewed and booked show guests including reporters, city leaders and community experts about key Bay Area news stories and issues.
- Designed and implemented production workflow to ensure quality standards.
- Wrote, edited and narrated podcast scripts.
- Reported and produced original stories for print, online and podcast.
- Hosted and emceed live on-stage events and podcast tapings.

Associate Producer,
Today, Explained,
Vox Media
Feb. 2020 – May 2021

- Researched, booked and prepped guests for Vox Media's national daily news explainer podcast.
- Recorded and edited audio, assembled and scored audio mixes.
- Fact checked scripts to ensure accuracy in tone and information.

On-Call Reporter and Digital Producer,
KQED News
Jan. 2020 – May 2021

- Reported criminal justice, immigration and culture stories for KQED.org and KQED 88.5FM.
- Produced and reported original *Bay Curious* podcast stories.
- Edited and published stories on KQED.org and social media platforms.

Sr. Audience Intelligence Associate (*Contract*),
KQED
July 2019 – Nov. 2019

- Created and executed original audience research methodology to learn member consumption and donation behavior.
- Analyzed membership, digital and broadcast audience data.
- Advised acquisition and retention strategy to senior leadership.

Research Assistant,
Investigative Reporting Program
Oct. 2018 – May 2019

- Analyzed public records and data for collaborative reporting investigations.
- Featured in Netflix's *The Trials of Gabriel Fernandez* for research work.
- Led social engagement for *The Bell in English*, an insider newsletter.

Digital News Intern,
NPR
May 2018 – Aug. 2018

- Reported breaking and original stories, and adapted audio stories for NPR.org.
- Produced and published stories on NPR.org and NPR's social media.
- Curated stories and wrote NPR's Daily News newsletter.

Education

University of California, Berkeley

Master of Journalism (M.J.), 2019
Dean's Merit Fellow

University of California, San Diego

Bachelor of Arts (B.A.), Communication
Cum Laude and highest distinction department honors

Skills

Audio editing (Adobe Audition, Avid Pro Tools, Hindenburg); Social and CMS publishing (Facebook, Instagram, Tweet Deck, WordPress); Google Analytics and Chartbeat; Email newsletters; Conversant in Cantonese; Live event hosting and interviewing.

Honors & Activities

2021, 2022 President, Asian American Journalists Association (AAJA)-San Francisco Bay Area
2021 AAJA Journalism Excellence Award for Written Reporting, News
2019, 2020 At-Large Board Member, AAJA-San Francisco Bay Area
2018 *San Quentin News* volunteer editor, San Quentin State Prison
2018 Jonathan Kaminsky Memorial Award for investigative reporting, UCB Graduate School of Journalism