Allison Jiang
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#  EDUCATION

**Johns Hopkins University** Baltimore, MD

Bachelor of Arts: Writing Seminars, minor in Psychology (GPA: 3.80) Graduated May 2020

#  PROFESSIONAL EXPERIENCE

**Business Insider** September 2020-Present

Story Production Fellow Remote

* Build new articles and update existing articles for Insider’s Reviews vertical in custom CMS, create affiliate links to optimize monetization, format pieces with links, prices, images, and headings, create and insert user tools
* Work closely with the business and editorial teams to optimize service journalism value

**RADII** September 2019-September 2020

Editorial Intern Remote

* Produced daily news pieces and feature content on Chinese pop culture, technology, fashion, and art
* Monitored Chinese-, English-language news sites and social media for breaking news and trending topics
* Formatted articles in CMS and performed SEO (keywords, alt text, meta-description) to increase post traffic

**Planned Parenthood Federation of America** June-August 2019Constituency Communications Intern Washington, D.C.

* Directed communications strategy to engage people of color, LGBTQ people, young people, and people of faith on reproductive healthcare and advocacy
* Drafted press releases, talking points, statements, and op-eds; monitored daily media, circulated news clips
* Created, presented final project #Goodbye Binary (a trans healthcare integrated communications campaign)

**Simon and Schuster, Touchstone Imprint** June-August 2018

Marketing and Publicity Intern New York City, NY

* Proofread two manuscripts (Refinery29’s *Money Diaries* and Charlamagne Tha God’s *Shook One*), wrote reader’s reports for incoming manuscripts weekly, made manual flipbook prototypes
* Conducted marketing research and sales analytics, created content for Touchstone’s social media
* Wrote galley letters and press releases, contacted members of the press for potential coverage

#  LEADERSHIP / OTHER ACTIVITIES

**Zeniada Literary Magazine** September 2017-January 2020

Editor-in-Chief Baltimore, MD

* Led ten editors to manage, market, and distribute Hopkins’ only intercollegiate poetry and art magazine
* Oversaw revamp of magazine from JHU-exclusive to intercollegiate, implemented new artistic statement, organized departmental and student government sponsorships, extended campus-wide reach

**Johns Hopkins News-Letter** September 2016-May 2020

Arts and Opinion Writer Baltimore, MD

* Contributed articles on campus life, art, and culture for student newspaper

#  SKILLS

* Adobe InDesign, SEO, WordPress, Rakuten/Skimlinks/Trackonomics, Cision, Google Analytics
* Mandarin Chinese (advanced comprehension, intermediate reading and writing)