

# Amy Chen

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## **M13, Remote**

### ***VP, Content (October 2020-present)***

- Develop content strategy for the venture capital firm's platform for early-stage founders (launch Q3 2021)
- Oversee a team of freelance writers, contract video editors, and interns to create guides and how-to articles; lead content migration from Webflow and WordPress to Contentful CMS
- Edit investment updates by M13 partners announcing seed and Series A funding for M13's portfolio companies
- Collaborate with partners and our creative director to publish thought leadership articles
- Create content style guide, and institute new templates and workflows for content production

## **Airbnb, San Francisco**

### ***Managing Editor, Host Communications (August 2019-October 2020)***

- Oversee a five-person team of writers and producers as the founding Editor in Chief of the Airbnb Resource Center for hosts (8x increase in host engagement compared to other channels)
- Create daily content during COVID-19, including Host Updates with CEO Brian Chesky and policy updates
- Execute crisis communications for high-profile events affecting Airbnb's host community
- Edit executive communications for the three founders (Brian Chesky, Nate Blecharczyk, and Joe Gebbia)
- Develop and maintain a style guide; improve content production processes across channels
- Recipient of employee culture awards (Be a Cereal Entrepreneur Q4 2019, Be a Host Q1 2020)

## **LinkedIn, San Francisco**

### ***Managing Editor, Travel & Special Projects (April 2016-August 2019)***

- Oversee a five-person Special Projects team that produces quarterly lists in the LinkedIn Top Companies franchise (Oct. 2017-August 2019)
- Lead cross-functional projects with engineers, product managers, data scientists, PR and other internal teams (i.e. launched The Premium Report, an editorial newsletter and in-product content experience for LinkedIn's Premium subscribers)
- Collaborate with data scientists to tell compelling data-backed stories (i.e. launched custom editorial surveys; pulled data to inform editorial reporting)
- Manage a team of five editors focusing on key verticals: tech, healthcare, education, financial services, software engineering (April 2016-Oct. 2017)

### ***Editor (April 2014-April 2016); Community Manager (Nov. 2012-March 2014)***

- Conceive of, oversaw, and edit LinkedIn's monthly content series for Influencers and members, including editorial features such as The Road Not Taken, My Life Outside Work, State of My Industry, and more (in 2015, my revised content strategy featured 700+ Influencer articles that drove a 71% increase YOY in PVs)
- Edit content from President Obama, Oprah Winfrey, Richard Branson, Suze Orman, Marriott CEO Arne Sorenson, and others
- Help shape the Influencer onboarding process, which includes educating executives and PR teams on what makes effective content on LinkedIn

## **Frommers.com, San Francisco**

### ***Online Editor (Feb. 2010-Oct. 2012)***

- Oversee team of 20 freelance writers; conceive of, assign, and edit articles, slideshows & blogs

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- Establish and maintain Frommers.com's first editorial and photography calendar
- Edit and schedule daily newsletters using a proprietary CMS
- Represent Frommers.com in media appearances: CNN.com video, SmartMoney.com, Rudy Maxa's World syndicated radio, Bankrate.com
- Frommers.com pageviews increased from 12 million pageviews/month to nearly 25 million pageviews/month (2010-2012); Twitter followers increased from 12,000 to 248,000+; Facebook increased from 3,000 to 20,000+
- Promoted from Associate Online Editor (in Hoboken, N.J. office) to Online Editor in Jan. 2012

## **Freelance Writer: Money and Real Simple magazines, Gadling.com, New York City**

- Contribute monthly articles to Money magazine's travel section, including how-to stories, cover features, and the holiday gift guide (Oct. 2010-July 2014)
- Pitch and write periodic personal finance articles for Real Simple's Money section (2008-2013)
- Blog, source photos, and create slideshows about budget travel for AOL's Gadling (2010-2011)

## **Arthur Frommer's Budget Travel magazine, BudgetTravel.com, New York City**

### *Assistant Editor (May 2007-Jan. 2010)*

- Write, select, and edit up to 40 monthly air/cruise/hotel packages for the Real Deals section in print & online; negotiate with travel companies to create exclusive discounts and promo codes
- Conceive of, assign, and edit travel gear stories
- Manage editorial staff and freelancers as lead editor for Nov. 2010 cover story, The World's Best New Stylish Hotels under \$150
- Represent BT in print, radio, and TV (CNN, Fox Business, and ABC News Now)

## **Freelance Researcher, Reporter, Writer: LIFE magazine, New York City (Sept. 2006-March 2007); VIA magazine, San Francisco (Oct. 2005-Aug. 2006)**

- Fact-check on deadline, including stories on health, food, and lifestyle
- Provide additional reporting as needed
- Write front-of-the-book and back-of-the-book pieces, including a travel news column & events

## **Contra Costa Times newspaper, Walnut Creek, Calif.**

### *Metro Reporter (July 2004-July 2005)*

- Cover two city beats and the Friday night police shift
- Write up to five stories per week on deadline; generate stories, profiles & features

**SKILLS:** Language – two years of college-level Mandarin, conversational Taiwanese

**EDUCATION:** Northwestern University, Evanston, Ill. – B.S. in Journalism

Goldsmith College – University of London, England (study abroad)

**HONORS:** Maynard Institute's 2019 cohort for the Maynard 200 Executive Leadership track; recipient of scholarships from the National Press Club, Asian American Journalists Association, Knight Ridder Scholars program; Diablo Magazine's 40 Under 40