

# Karena Phan

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## PROFESSIONAL EXPERIENCE

**TIME Magazine**, New York City, NY —

*Editorial Producer, TIME for Kids* May 2021 - Present

*Editorial Assistant, TIME for Kids* February 2019 - May 2021

TIME for Kids is a weekly magazine for students that breaks down current events for the classroom and teaches kids to recognize and value authentic and trustworthy journalism.

- Pitched, reported, and wrote news, cover, and feature stories for TIME for Kids print edition and TIME.com. I reported and have written on a range of topics, from science and environmental issues to books and entertainment stories.
- Organized the new online application and planned the TFK Kid Reporters Contest. Mentored TFK Kid Reporters to write, report stories, and appear on camera. Edited Kid Reporter Stories for the magazine and the website.
- Created and managed a Facebook group for educators and parents. Using the group and after analyzing trending topics using Google Trends, I pitched stories relating to the topics educators want to teach and created resource guides
- Collected assets for the magazine and acted as a liaison from outside vendors such as translators and audio talent.
- Oversaw workflow and asset delivery for international licensees, fulfilled photo requests for licensees as well as assisted in handling and approving one shot syndications.

**Pulitzer Center on Crisis Reporting**, Washington, D.C. — *Intern*

August 2018 - January 2019

The Pulitzer Center on Crisis Reporting is a non-profit leader in providing grants and supporting independent international journalism.

- Crafted announcements and PR copy for the Pulitzer Center website and social media. Reported on Pulitzer Center events and Grantees speaking events.
- Used Salesforce, to assist managing freelancers location, budget, and proposals.
- Used Drupal to post content including grantee reporting, blog posts, and event listings on the CMS and using SEO to increase website traffic.
- Edited and filmed Meet the Journalist videos using Adobe Premiere Pro to promote and introduce grantees and their projects.
- Assisted with our email marketing system MailChimp by constructing various emails and weekly newsletters.

**FACE TO FACE**, Remote — *Social Media Manager and Fundraising*

April 2018 - June 2018

FACE TO FACE is a 360 video documentary and three-part installation that was awarded the 2018 Alternate Realities Commission at Sheffield Doc/Fest 2018 in London.

- Formulated social media campaigns, to highlight members and producers of the project which increased impressions on Instagram.
- Created marketing flyers using Adobe Photoshop and Canva to promote the Indiegogo fundraising campaign.

**KUCI News Show**, Irvine, CA — *Marketing Assistant*

June 2016 - June 2018

KUCI News Radio is a weekly, two-hour local student news program on KUCI 88.9 FM

- Advised and trained a team of 10 interns to produce a weekly radio show.
- Taught interns how to edit audio segments and how to write news scripts, and created a project syllabus for the program.
- Organized the Workshop Series where interns were able to learn more about journalism, broadcast, and the media industry. Workshop hosts included guests from *The New York Times*, *Buzzfeed*, *NPR*, and local radio stations.

**News Intern** January 2016 - June 2016

- Researched news content, wrote radio scripts and audio edited news segments.
- Reported on student government news, pop culture, arts and culture on campus, and sports.

## EDUCATION

**University of California, Irvine**, Irvine, CA—

*Bachelor of Arts Literary Journalism, Minor in Digital Information Systems*

**Class of 2018**

*Dean's Honor List*

*December 2017-June 2018*

## SKILLS

Adobe: Audition, Photoshop, InDesign, InCopy, Premiere

Marketing and Analytics: Google Analytics, Google Trends, HootSuite, Sprout Social, Cision, Mailchimp, Beginner in Tableau Public

CMS and Design:

Wordpress CMS, Wix, Squarespace, Drupal, Beginner in HTML and Python.

Misc: Trello, Slack, Canva, Visage, Final Cut Pro, Cloud-based resources such as STFP and Google Drive. DAM - Woodwing Assets, Salesforce

## OTHER EXPERIENCES

**KUCI Phangirl and Binging**

Public Affairs Talk Show

Host and Writer

April - Jun 2016

*Directed and created a radio talk show about pop culture and entertainment news.*

**ASUCI Office of the President** Media and Communications

Co-Commissioner UCI

Student Government

May 2016 - June 2017

*Supervised a team of 8 interns to publicize events and create awareness of the programs within ASUCI to the student.*