

# CARREN JAO

STORYTELLER UPLIFTING DIVERSE VOICES

## PROFESSIONAL SUMMARY

Skilled digital storyteller with more than a decade of experience working on engaging content that lives on multiple platforms

## SELECTED LIFE ACHIEVEMENTS

- Surviving the pandemic as a working parent with two children (6 yo and 3 yo)
- Successfully navigating the labyrinthine and intimidating U.S. immigration process
- Growing a journalism career from the ground up, beginning in the Philippines and now in the U.S.

## PROFESSIONAL GROUPS

Asian American Journalists Association

- Board Secretary and Social Media Manager

Los Angeles Press Club

Society for Features Journalism

## FIND ME

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Los Angeles, California

## PROFESSIONAL HISTORY

### Section Editor and Digital Producer

*L.A. PBS Station KCET and PBS SoCal | April 2017 - present*

Develop editorial strategy and year-long content with a digital-first, multimedia mindset, aligned to the mission of the PBS SoCal and KCET, Southern California's premiere major market public television station and online destination. Sections overseen comprise 53% of site traffic.

Editorial responsibilities

- Build partnerships with institutions, arts organizations and non-profits in Southern California
- Pitch, develop and execute multimedia content for digital projects including short videos, timelines, photo essays
- Commission, shape and edit content with writers, photographers and illustrators throughout 11 counties of Southern California
- Monitor site traffic and building data-driven strategies for audience growth
- Lay out and publish content into the CMS with SEO and UX/UI best practices in mind

Production and managerial responsibilities

- Traffic jobs to be done across a large multi-functional team from marketing, public relations, community engagement and creative services
- Manage budgets and facilitating payment of freelancers
- Manage a digital editorial assistant and helping onboard interns



### Highlights

- Shaped a refreshed editorial strategy that centers grassroots efforts in communities of color
- Launched and oversaw editorial content for "Southland Sessions," which highlighted the work of 283 organizations during the pandemic across multiple content formats, many of whom were selected for the Arts Recovery Fund later in the year.
- Led content strategy and web design for "Broken Bread with Roy Choi."
- Won Best Fine Arts Feature at the 14th National Arts and Entertainment Journalism Awards
- Nominated for 62nd Southern California Journalism Awards by the L.A. Press Club

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## SKILLS

Project Management  
Brainstorming  
Collaboration  
Team Management  
Editing (AP Style)  
SEO  
Google Analytics  
Basic HTML  
Photography  
Microsoft Office Suite  
Adobe Premiere  
Adobe Photoshop  
Social Platforms  
CMS (Brightspot, Drupal, Wordpress, Blogger)

## EDUCATIONAL HISTORY

### Syracuse University

*M.A. Arts Journalism, 2010*

### Ateneo de Manila University

*Cum Laude*

*B.A. Communications, 2004*

## PROFESSIONAL HISTORY

### Board Secretary and Social Media Manager

*Asian American Journalists Assoc. (L.A.) | 2022-2024*

- Contribute to strategic initiatives for the year, including planning for the AAJA National Conference.
- Document board meetings
- Manage social media accounts for AAJA-Los Angeles
- Create creative assets for branding and social media to increase awareness and engagement for key board priorities

### Independent Journalist

*April 2008 - April 2017*

Develop engaging story angles and wrote articles. Specialized in business, technology, urban planning, social good, architecture and design. Bylines include: The Los Angeles Times, Entrepreneur, KCET, Dwell, Dwell Asia, Architectural Record and Wired UK.

Highlights:

- Published throughout the world from Europe to Asia
- Covered the underreported stories of Southeast Asian contemporary artists before the Asian art boom of the early aughts
- Produced a cover story for Entrepreneur magazine on space businesses, which predicted the growth of the space economy
- Led reporting in and around the Los Angeles River for L.A. PBS station KCET. Stories revolved around policy, urban planning, sustainability, technology and community. My work led to a nomination for Best Online Journalist during the 57th Annual Southern California Journalism Awards

### Customer Marketing Executive

*Unilever Philippines | October 2004 - April 2008*

Led a cross-functional team in bringing the brand experience to life at the retail level that achieve incremental sales and profit for Pond's, Dove, and Vaseline Lotion. Activities included brand marketing, planning national and local on-ground activities and conceptualizing on-brand communications such as Dove's Campaign for Real Beauty and Rexona First Day Funk.