

Diamond Leung

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EXPERIENCE

Deputy Sports Editor

July 2021 – present

The Philadelphia Inquirer, Irvine, CA

- Oversee [Eagles coverage](#) and sports desk's [premium](#) and [digital longform storytelling efforts](#).
- Increased Eagles conversions 70% YoY, [prioritizing compelling features](#) and [draft coverage](#).
- Innovated with launch of [live blog](#), [newsletter](#), [podcast](#), [YouTube show](#) within [gameday hub](#).
- Spearheaded Super Bowl LVII [special section](#) and APSE award-winning [event coverage](#).
- Led editing of [Eagles season preview](#), which won APSE and [Society for News Design awards](#).
- Supervise the [editing](#) of [sensitive stories](#), including APSE award-winning [Ben Simmons scoop](#).
- Edited and shaped direction of [Title IX anniversary project](#) that won 2022 APSE Top 10 award.
- Generate [ideas](#) for [features](#) and [video projects](#), including [betting](#), [esports](#), [fashion](#), [food](#), [music](#).
- Led the reimagination and editing of [high school coverage](#) focused on [features](#) and [recruiting](#).
- Manage a senior editor, the night sports editor, NFL, NHL and soccer beat writers and interns.
- Collaborate with marketing, programming & audience, [social media](#), [trending](#), [visuals teams](#).
- Help lead DEI efforts, serving on Inq4All steering committee and referring diverse candidates.

Senior Editor, NBA

March 2018 – July 2021

The Athletic, San Francisco, CA

- Edited NBA coverage on West Coast, working closely with beat writers and national writers.
- Resourceful in using [writing experience](#) to [generate impactful ideas](#) for [news](#) and [features](#).
- Won 2019 APSE Top 10 award in projects as lead editor of 32-story [series on sneaker culture](#).
- Coordinated coverage of [Zion Williamson](#), Pelicans, Clippers, Kings, previously [Knicks](#), [Nets](#).
- Served as managing editor of sports business vertical that launched in 2019 with eight writers.
- Edited expert writers on NBA salary cap, labor issues, [lawsuits](#), sports science, TV industry.
- Increased subscriptions with ideas for [features](#) and [news](#) that each led to [100+ conversions](#).
- Oversaw copy editing, tentpole event coverage, travel budget, sports business Twitter account.
- Strategized with analytics, programming, editorial leadership, global team of journalists.

Managing Editor

August 2016 – March 2018

SportTechie, New York, NY

- Led editorial vision focused on [new](#) and [unique stories](#) for the premier sports tech resource.
- Managed team of two senior writers in NYC and seven contributors based around the world.
- Participated in the recruitment and hiring of senior writers, multimedia producer, interns.
- Wrote [Sports Illustrated magazine](#) and website articles for Tech & Media vertical partnership.

Golden State Warriors Beat Writer

January 2014 – August 2016

Bay Area News Group, Oakland, CA

- [Broke news](#) and [wrote features](#) as the beat writer during the Warriors' rise to prominence.
- Coverage of 2015 title run won Editor's Award, featured in *Golden Boys* commemorative book.

Michigan State Beat Writer

January 2012 – January 2014

MLive.com, Lansing, MI

- Basketball and football beat writer for mobile-first news organization transitioning from print.
- [Broke news](#) and wrote [features on Le'Veon Bell](#) and the [2013 Rose Bowl team](#).

College Basketball Writer

December 2009 – December 2011

ESPN.com, San Francisco, CA

- Lead writer on a new college basketball blog that recorded 23 million page views in 2011.
- [Broke news](#) and wrote weekly ["Diamond in the Rough" features](#) on [mid-major players](#).

Los Angeles Dodgers Beat Writer

July 2004 – March 2009

The Press-Enterprise, Riverside, CA

- Traveling beat writer and BBWAA member during the 2007 and 2008 seasons.
- Launched Dodgers blog that was the top-performing blog on PE.com.
- Won SPJ feature writing honors in 2005 while writing enterprise stories for sports and A1.
- Also covered MLS, NASCAR, golf, and prep football, soccer, volleyball, wrestling, badminton.

Assistant Sports Editor

December 2000 – June 2004

Daily Bruin, Los Angeles, CA

- Promoted in 2001 to assistant sports editor, helping oversee a 20-person sports writing staff.
- Awarded second place regionally for UCLA football column writing by SPJ in 2003.
- Covered volleyball for four years and developed familiarity with other Olympic sports.

Sports Reporting Intern

Summer 2003

Contra Costa Times, Walnut Creek, CA

- Selected for the APSE Sports Journalism Institute in Dallas by AAJA.
- Covered A's, Giants, 49ers and Raiders training camps, Cal football and golf.

Sports Reporting Intern

Summer 2002

Daily Breeze, Torrance, CA

- Covered NBA Summer League, prep football, baseball, beach volleyball and water sports.

EDUCATION**University of California, Los Angeles**

- Bachelor of Arts in History (Cum Laude), 2004

Temple University

- Certificate in Leadership and Management, 2023