

# Serena Puang

479-426-0528 | serenapuang@gmail.com

## EDUCATION

---

**Yale University**, New Haven, CT Expected Graduation 2023

*BA in American Studies* GPA: 3.86/4.0

*Relevant Coursework:* The Education Beat, Journalism, Asian American History, Chinese 132-153, Intro to Latinx Studies

*Awards/fellowships:* AAJA Voices, National Merit Scholar, St. Anthony Hall Education Fund Recipient, IRE 2020 Fellow

**Tsinghua University**, Beijing, China Summer 2020

Intensive Chinese language study, fully funded by Richard U. Light Fellowship.

## JOURNALISM/MEDIA EXPERIENCE

---

**Living Arts Intern**, *Boston Globe*, Boston, MA 06/2022-Present

- Pitch, report and write features, celebrity interviews, reviews, and essays.
- Post daily stories and photos on Living Arts Instagram highlighting top articles of the day.
- Pitched idea to expand the categories of people the Globe gives author pages to for a company wide Hackathon. The pitch received Honorable Mention in the competition and has been implemented.

**Freelance Writer**, Multiple locations 08/2019-Present

- Work published by: *The New York Times*, *Teen Vogue*, *Boston Globe*, *NBC Asian America*, *Chronicle of Higher Education*, *The Nation*, *One Day Magazine*, *Multilingual*, *Arkansas Soul* and the *Taiwanese American*.

**Investigations Editor**, *Yale Daily News*, New Haven, CT Fall 2021-Present

- Pitch, write and edit features for campus accountability, local issues such as refugee resettlement and wrongful conviction.
- Wrote and published a feature about medical withdrawal which led to a change in campus policy which hadn't been touched since 2014. Appeared on the YDN Podcast, The Yalie, to discuss the story.
- Meet regularly with reporters to field pitches, mentor, and teach how to write longform features.
- Coordinate with other masthead editors to create graphics, social media posts, choose topics for coverage. Create and manage email list with regular updates and pitches.

**Pulliam Fellow/Things to Do Intern**, *IndyStar*, Indianapolis, IN Summer 2021

- Pitched, wrote and produced features, dailies, and service journalism about culture, arts and entertainment.
- Sourced in English and Mandarin, newspaper archives, and collaborated with translators to report stories.
- Covered breaking news, wrote up press releases, source public information officers and PR people to provide readers with accurate information with SEO headlines.

**College Consultant**, *Rogers Honors Academy*, Rogers, AR 08/2018-Present

- Lead tailored workshops about the college application process and adjusting to college.
- Create resources, including SEO optimized blog posts and guides, to aid students in applications.
- Proofread/revise over 100 personal statements per application cycle. Provide individualized feedback and advice for students and multiple rounds of edits.

**Digital Publications Director**, *Yale Logos*, New Haven, CT 05/2020-05/2021

- Pitched, assigned, wrote and edited stories for digital publication. Created web content guidelines.
- Executed content migration of over 70 previously published articles to new platform. Collaborated with publicity team to promote timely pieces on social media.
- Established regular process for maintaining Squarespace site including: backlink creation, site structure, and SEO. Wrote website copy.

## LANGUAGES AND SKILLS

---

- *Language Skills:* English (Native), Chinese (Fluent), American Sign Language (Conversational), Biblical Hebrew (Reading), German (Elementary Proficiency)
- *Technical:* CMS (WordPress, Drupal, Squarespace, Presto, ARC), strategic social media (Twitter, Facebook, Instagram), SEO, HTML (basic), Mailchimp, translation.