

KIRA WANG

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PROFESSIONAL SUMMARY

Enthusiastic and creative student journalist and digital producer always looking for the best way to tell stories through social media and audience engagement. Very adaptable and succeed under hard deadlines and high pressure environments. Experience writing and editing for print, digital, and social media with an emphasis in data journalism and long form journalism.

EDUCATION

University of Pennsylvania | College of Arts and Sciences | Philadelphia, PA

May 2024

Candidate for Bachelor of Arts

Major: Political Science (political methodology concentration) and Communication (data and network science concentration)

Cumulative GPA: 3.9 / 4.00

PROFESSIONAL EXPERIENCE

Axios, Audience Intern via Dow Jones News Fund | New York, NY

May 2023 – Present

- Attended 10 day training residency at Temple University, gaining skills in SEO, Google Analytics, photojournalism, social media, newsletter writing, and digital production
- Produce posts and original visual assets to promote Axios' journalism
- Lead short-form video for social media production, script writing, and editing, creating 2-4 original videos per week
- Conduct independent for using text messaging for audience engagement in local outlets
- Assisted data visualization team in creating daily graphics for data-driven articles

The Daily Pennsylvanian, Social Media Editor and Data Desk Editor | Philadelphia, PA

December 2022 – Present

- Managed social media teams for three publications: The Daily Pennsylvanian, 34th Street Magazine, and Under the Button
- Led creation of inaugural Data Desk, training beat reporters on data collection, analysis, visualization, and journalism
- Coordinate company-wide social media strategy to increase engagement with Penn and its surrounding community

WHYY - Billy Penn, Newsroom Intern | Philadelphia, PA

September 2022 – May 2023

- Led Instagram redesign by creating new templates to convey branding consistency and increase audience engagement
- Curated feeds and wrote captions for Instagram, Twitter, Facebook, and LinkedIn to highlight local stories
- Collaborated with reporters to create a new workflow for IG Reels to increase audience interaction by over 200%
- Delivered social media analytics reports and pioneered investigations into new metrics to contribute to these reports

CBS News, Research Intern | New York, NY

June 2022 – August 2022

- Utilized NPower, Nielsen NNTV, Veritonic, Comscore, and Excel to generate weekly and daily reports on CBS linear TV data to send to production teams for *CBS Saturday Morning*, *CBS Mornings*, and *CBS Evening News* in a fast-paced environment
- Spearheaded production of weekly press releases regarding viewership rates for *CBS Saturday Morning*
- Assisted expansion into social media and streaming data analysis through data collection and reporting

34th Street Magazine, Features Editor, and Summer Editor-in-Chief | Philadelphia, PA

May 2021 – November 2022

- Managed 10-person social media team and led the creation of content calendars and biweekly newsletter with over 1,000 recipients
- Led data-driven social media branding overhaul on Facebook, Twitter, and Instagram, increased engagement by over 500%
- Oversaw 15-person summer editorial team and proofread and edited final copy to meet quality and stylistic standards
- Trained 5 features staff writers on pitching and how to write investigations and longform articles for print and digital media

ADDITIONAL

- **Languages:** Conversational Mandarin (spoken), working proficiency in Spanish (spoken and written)
- **Skills, Programs, and Technology:** Microsoft Office (Word, Powerpoint, and Excel), social media (Instagram, Twitter, Facebook), Logic Pro X, programming languages (Java, R, Python, OCaml, STATA, SQL), graphic design (Canva, Adobe Illustrator, Figma), SEO, social copy editing, profile writing, long-form journalism, newsletter writing, SocialFlow, Later, Adobe Premiere Pro, Datawrapper, Flourish

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- **Interests:** music composition, voter rights, cooking, television