

Demi Guo

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EDUCATION

Stony Brook University

Bachelor of Arts in Journalism, Double Major in German Language and Literature

Honors/Scholarships/Awards: Marie Colvin Fellowship, Rosenbaum Scholarship

Stony Brook, New York

May 2018

PROFESSIONAL EXPERIENCE

Asian CineVision

Managing Editor

New York, NY

December 2021 – Present

- Enhance the brand of Asian American Pacific Islander (AAPI) magazine, CineVue, by brainstorming original stories and establishing a clear, concise voice
- Monitored cultural news and trends and maintained interpersonal relations with sources and stakeholders
- Expanded audience engagement by 50% by creating social campaigns in collaboration with our 2-person social media team and partner organizations
- Established CineVue’s mentoring program, instructing college students and industry newcomers through small groups and one-on-one sessions in AP Style, journalistic standards and ethics, writing, editing, and interviewing skills

Flushing Town Hall

Marketing and Community Engagement Associate

Flushing, NY

January 2023 – October 2023

- Created monthly reports for stakeholders and supervisors that demonstrated website and social media traffic, which led to an increase in audience engagement and ticket sales for Flushing Town Hall
- Wrote 2 newsletters per week, curated and updated the website daily, and showcased upcoming shows and events for stakeholders and audiences
- Reached out to billed artists in advance to compile multimedia assets, and planned individualized promotional strategies, while identifying target audiences for upcoming shows
- Planned and maintained a social and editorial calendar for ads, promotional social media posts, and newsletters

CoinDesk

Social Media Producer

New York, NY

February 2022 – June 2022

- Scripted, fact-checked, and edited videos that distilled complex cryptocurrency concepts in clear, concise, and compelling social media posts
- Wrote social media posts for five platforms including Facebook, Instagram, LinkedIn, Twitter, and TikTok, and identified newsworthy content for promotion
- Assisted multiple departments with communications planning and event logistics for CoinDesk’s conventions and events

On Road x Netflix

Researcher

New York, NY

August 2021 – November 2021

- Identified major regions of AAPI populations to create the “Netflix Golden” brand for Asian diaspora media
- Wrote and conducted peer reviews of a media consumption survey, then enlisted major organizations and stakeholders to disseminate it in their local regions
- Authored weekly reports and a final cumulative deck based on high-level themes extracted from 1,000 survey results and data research, then presented findings to executives at On Road and Netflix

Nassau County Office of Asian American Affairs

Program Coordinator

Mineola, NY

October 2020 – June 2021

- Spearheaded data research, survey outreach efforts, and stakeholder roundtables to identify trends in Nassau County's growing Asian constituency
- Researched the COVID vaccination during its initial release, and disseminated all new health and policy-related information into PSAs and press releases
- Organized and moderated live seminars and Q&As
- Wrote proposals that aided the community in areas of systemic inequity, including healthcare access, COVID vaccination registration, and small business ownership

LEADERSHIP EXPERIENCE

Journalism Without Walls (JWW)

Quito, Ecuador

Editor

May 2017

- Built relationships with the Sápara Nation of the Amazon Rainforest and San Clemente residents of the Andean mountains, living among them while researching and writing long-form original stories on Indigenous and environmental rights
- Reviewed and edited all feature stories for concise and compelling prose and AP Style in the JWW's first mobile newsroom, and cold-calling sources to fact-check them
- Reviewed multimedia components and organized assets that supplemented each person's story

SKILLS

Computer: Adobe (After Effects, Audition, Photoshop, Premiere), CMS (Airtable, Meta, Notion, WordPress), Data Systems (AP Wire, EurekaAlert!, OPAC, Pew Research), Google Workspace (Slides, Sheets, Docs), Microsoft Office (PowerPoint, Excel, Word), Canva, Newsletter Software (Constant Contact, Mailchimp), Social Media Software (Buffer, Sprout Social), Zoom

Language: Native proficiency in English and Chinese (Mandarin), Conversational Proficiency in German

Writer (Science Writer)

Who we are:

The American Physical Society is a nonprofit membership organization working to advance physics by fostering a vibrant, inclusive, and global community dedicated to science and society. APS represents more than 50,000 members, including physicists in academia, national laboratories, and industry in the United States and around the world.

Position Summary:

The American Physical Society seeks a skilled and experienced writer to join its strategic communications team. Reporting to the Science Communications Manager, the Writer will support APS's mission to advance and diffuse the knowledge of physics by creating compelling and accessible short- and long-form content that connects APS with diverse audiences, including journalists, scientists, the public, and more. This position primarily contributes to press outreach around research published in the Physical Review journals or presented at APS's meetings. However, it also supports social media, APS News, internal communications, and other communications activities as needed.

Content Creation:

- Produce high-quality communication materials: press releases and other press materials, social media content, long-form stories, feature articles, internal blog posts, and more.
- Source or create multimedia assets to accompany written content.
- Review and edit written materials for accuracy, clarity, and style guide adherence to APS's style guide.

Content Strategy & Promotion:

- Identify newsworthy or compelling content for earned and owned media promotion.
- Assist with communications planning and event logistics for APS meetings' press programs.

Media Monitoring & Reporting:

- Monitor the media landscape to stay up to date on news trends.
- Help track and report on news coverage of APS.

Additional Responsibilities:

- Serve on the APS Style Guide Task Force.

Experience, Knowledge, Skills, and Abilities:

- Minimum of three years experience as a science writer for a news outlet, research organization, scientific publisher, or relevant scientific industry.
- Advanced writing, editing, and interviewing skills.
- Ability to distill complex scientific concepts into clear, concise, and compelling prose.
- Thorough knowledge of journalistic standards and ethics.
- Exceptional understanding of news values and the scientific process.
- Strategic thinker with strong organizational skills.
- Excellent interpersonal skills and relationship-building capabilities.

- Experience using social media to promote scientific communication.
- Proficient in relevant software (EurekAlert!, Muck Rack, Altmetric, Sprout Social).
- Fluent in AP style.
- Background in physics (a plus).

Travel: This position requires up to 25% travel to attend events and meetings, including travel to APS offices in Long Island, NY; Washington DC; and College Park, MD, as well as other off-site locations for periodic meetings and training sessions. Additional travel may be required as assigned by the supervisor.

Salary:

The salary range for this position takes into account various factors influencing compensation decisions, such as skill sets, experience, training, and other business and organizational requirements. The salary listed within the specified ranges considers relevant experience. Our compensation philosophy at APS aims to maintain salaries at the midpoint of the market. As a result, we typically hire within the target starting range. Exceptional, rare cases may merit reviews above target starting range for specialized or niche skills aligned with strategic operational goals.

Hiring Range: \$55,552/year - \$78,414/year (USD)

Target Starting Range: \$55,552/year - \$64,026/year (USD)

Work Environment:

Our physical offices are located in College Park, MD, Washington D.C and Hauppauge, N.Y. We are operational in most US states. We are not operational in all 50 states. The APS has a “remote first” concept that promotes equal treatment and equal access within the United States, independent of physical work location, with a majority of staff working primarily from remote work locations. APS allows flexible work hours; responsiveness is required, however, during the core 9 am to 5pm Eastern Standard Time workday.

Our Core Values:

- The Scientific Method
- Truth and Integrity
- Diversity, Inclusion, and Respect
- Partnering, Cooperation, and Open Collaboration
- Speaking Out
- Education and Learning

Dear Hiring Manager,

I am writing with great enthusiasm to apply for the role of XYZ. After completing my Bachelor of Art in Journalism Degree at Stony Brook University....

CL:

- WHY YOU WANT THEM (ROLE AND COMPANY)
 - <https://www.aps.org/about/mission-vision-values>
- WHY THEY SHOULD WANT YOU
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