

# Daphne K. Lee

Phone: +1 (646) 229-1624 | Email: [hi@daphnelee.com](mailto:hi@daphnelee.com) | Web: [daphnelee.com](http://daphnelee.com)

## **OBJECTIVE**

A results-driven news editor with extensive experience in health and service journalism. Equipped with a proven track record of leading editorial initiatives and nurturing diverse journalistic talents.

## **EXPERIENCE**

*Verywell Health / Dotdash Meredith*, New York, NY

**Senior News Editor** | Mar 2023 – Present

**News Editor** | Jun 2021 – Mar 2023

- ❑ Conceptualize and develop editorial packages and tentpoles, securing million-dollar sponsorships from pharmaceutical companies.
- ❑ Spearhead Instagram content creation, organically growing the brand's followers by 20% in six months.
- ❑ Collaborate with data journalists to gather open-source and survey data, providing feedback on data visualization and analyses to enhance audience engagement.
- ❑ Leverage AI tools like ChatGPT and Gemini to generate SEO-optimized article highlights, ideate social media copy, and decipher complex scientific studies, significantly reducing time spent on repetitive editorial tasks.
- ❑ Collaborate with visual editors to streamline workflows for creating photo composites and illustrations.
- ❑ Assign and edit general health news stories.
- ❑ Craft engaging headlines tailored for social media platforms and Google Discover.
- ❑ Use SEMRush and Google Analytics to refine content strategy and align with audience preferences.

**Freelance Journalist** | Jun 2018 - Dec 2023

- ❑ Reported on food and culture stories for reputable publications including Eater, VICE, and CBS News.
- ❑ Conducted comprehensive research on historical and cultural contexts to provide nuanced insights into stories.
- ❑ Created *Talk Dinner to Me*, a newsletter offering insights on food trends and home cooking tips.

**Senior Editor**, *The News Lens*, Taipei, Taiwan | Jul 2019 - Dec 2020

- ❑ Boosted website traffic by 245% within six months by curating SEO-optimized news stories and cultural analyses.
- ❑ Recruited new writers and collaborated with editors on different desks to develop editorial projects.
- ❑ Ideated, commissioned, and launched award-winning feature series including “[2020 on Hiatus](#),” a Covid-19 personal essay series that won a Facebook media grant; and “[Hong Kong's Last Stand](#),” an interactive series on Hong Kong's pro-democracy movement.

**Foreign Rights Associate**, *Peony Literary Agency*, New York, NY | Sep 2018 - Mar 2019

- ❑ Drafted appealing book pitches for international publishers and created quarterly newsletters for selected titles.
- ❑ Evaluated author proposals and manuscripts, providing market feedback to inform publishing decisions.

## **EDUCATION**

Master of Liberal Arts in Journalism | May 2022

**Harvard University Extension School, Cambridge, MA**

Bachelor of Arts in International Political Economy | May 2015

**Fordham University, New York, NY**