

ELISA XU

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EXPERIENCE

NewsGuard Technologies, Inc.

New York City, NY
February 2023 - Present

Misinformation Reporter

- Researches and curates reviews (called “Nutrition Labels”) of news sources that give readers comprehensive information about the credibility of different news sources. Reviewed news formats include but are not limited to websites, broadcast TV, and podcasts.
- Debunks prominent false claims about health and vaccines as part of NewsGuard’s Health team through writing fact-checks (which NewsGuard calls “False Narratives”) that refute false claims and monitor how specific false claims emerge and spread online.
- Researched and contributed to NewsGuard’s special reports breaking news about misinformation, including about [big brands inadvertently funding websites that spread misinformation](#), and a [pro-Beijing disinformation campaign about the Maui wildfires in the U.S.](#)

Business Insider

New York City, NY
June 2022 - December 2022

Special Projects Fellow

- Spearheaded the editorial decision-making process — with a co-series editor — behind the 2022 edition of Business Insider’s premium cross-newsroom list [100 People Transforming Business](#).
- Brainstormed with editors across Business Insider’s newsroom to vet 110 of the most notable people innovating business, and collaborated with several departments (editorial, graphics, photography, social media, events) to execute the multimedia series.
- Copyedited and fact-checked business leader profiles and vertical analyses across diverse industries including healthcare, sustainability, DEI, emerging tech, entertainment, shopping, money, supply chain, transportation, and real estate.
- Edited sponsored yet editorially independent packages and articles, including the series [How 5G is Changing Everything](#).
- Researched areas of largest warehouse growth over time to pinpoint compelling satellite imagery for the in-depth editorial series [Warehouse Nation](#).

Northwestern University, Medill School of Journalism

Chicago, IL
September 2021 – June 2022

Reporter

- Pitched and created text and multimedia news stories about local Chicago BIPOC business owners for Medill Reports, the digital news site publishing the work of Northwestern University’s Medill School of Journalism’s graduate journalists
- Pitched, reported, and published stories based on a week-long reporting trip to coastal Louisiana and reporting for a Multimedia News Reporting class at Medill. The published stories include a [Native News Online piece](#) and a [story with South Side Weekly](#).

VOLUNTEERING

Asian American Journalists Association, Chicago Chapter

Chicago, IL
February 2023 - Present

Membership Director

- Spearheads membership programs, such as the inaugural mentorship program “Coffee with a Journalist” that connects AAJA Chicago members with experienced journalists for coffee chats and mentorship opportunities
- Recruits new members to join the Chicago chapter of Asian American Journalists Association, and informs them about the organizations professional and community initiatives, including two paid internships with local Chicago newsrooms, resume reviews, and other professional workshop opportunities
- Supports the process of planning, fundraising, and marketing the chapter’s annual Trivia Bowl fundraiser, where the board raises money to provide paid internships for early career AAPI journalists

EDUCATION

Northwestern University

Chicago, IL

MS in Journalism (Magazine Specialization), September 2022

GPA: 3.88/4.00

Relevant Coursework: Multimedia News Reporting, Foundations of Video Journalism, Enterprise Reporting with Data, Magazine Editing, Feature Writing, Audience Insights, Foundations of Interactive Journalism, Ethics & Law of Journalism

Washington University in St. Louis

St. Louis, MO

BA in Anthropology, minors in Economics and East Asian Studies, May 2021

GPA: 3.84/4.00

SKILLS

- Languages: English; Mandarin Chinese (fluent in speaking; proficient in reading and writing)
- CMS softwares: WordPress, Viking
- AP Style
- Adobe Creative Suite: Premiere Pro, Photoshop and Lightroom
- Photography; recipient of the 2017 *Steve McCurry* Award for Creating Images That Take Your Breath Away