

Shantila Lee

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A tech-savvy journalist with ten years experience writing for both print and online in major magazines and newspapers, superior knowledge of the web and a graduate degree in journalism from NYU. Loves fashion, beauty, pop culture. Pours passion and dedication into every element of the job. Seeking to further grow career in NYC, to learn from the best and grow skills in e-commerce, social media and reporting.

Work experience

PART-TIME TRENDING E-COMMERCE WRITER
StyleCaster / New York, NY

Nov 2021 – Jan 2022

Worked with the commerce team to write fashion, beauty and lifestyle shopping articles with editorial angles and compelling details. Wrote up to five articles per day, always flawless and requiring no editing. Articles on Francis Kurkdjian perfume hack and listing niche perfumes on sale at Saks (my ideas) earned top affiliate shopping revenue of the month.

CONTRIBUTING WRITER
Straus News / New York, NY

Apr 2021 – Jan 2022

Freelanced online and print pieces covering all of Manhattan. Reported on current affairs, community issues, food and human interest stories. Article on Dominique Ansel's new bakery stayed on most-read list for two weeks. Commended by Editor-in-Chief, Alexis Gelber, for excellent reporting, diligence, resourcefulness and lively writing.

CONTRIBUTING EDITOR
Harper's Bazaar & Marie Claire Malaysia / Kuala Lumpur, Malaysia

Jan 2017 – Jul 2019

Freelanced feature articles in pop culture, beauty, fashion and current affairs. Wrote runway trend reports, e-commerce shopping pages, in-depth client advertorials, op-eds. Assisted the editor in sub-editing and proofreading features.

WEB EDITOR
Elle Malaysia / Kuala Lumpur, Malaysia

Jul 2015 – Aug 2016

Helmed the most popular fashion magazine website in the country at the time. Picked newsy pieces to assign to the team every morning, held daily pitch meetings and contributed articles to online and print.

- Efficiently managed a squad of three web writers, two sales and marketing execs and one videographer.
- Spearheaded artistic flat lay photography and live event coverage videos for the website and Instagram.
- Implemented unique social media platform-targeted headlines that boosted click-through rates by 80%.

BEAUTY EDITOR May 2013 – Jun 2015
BEAUTY WRITER Apr 2010 – Apr 2013
Marie Claire Malaysia / Kuala Lumpur, Malaysia

Single-handedly managed the entire beauty section. Wrote features and front-of-book runway trend outlooks, styled and wrote on beauty editorials, styled still-life photography, reported on beauty trends backstage at Fashion Weeks.

- Pitched e-commerce affiliation, buy-ins and advertorials to clients that generated \$22k in sales revenue.
- Seamlessly organized ten large-scale projects (booklets, beauty awards, galas, campaigns, cover shoots).
- Featured in Marie Claire U.S. and U.K. May 2013, June 2014 issues amongst international beauty editors.

ASSOCIATE DIRECTOR Nov 2007 – Mar 2010
SENIOR MANAGER Aug 2005 – Oct 2007
websitegurus Australia / Melbourne, Australia

In charge of Malaysian office and Australian sales team. Initially became front-runner for consulting with clients on web design and e-commerce, then went on to lead the sales and content creation teams.

- Trailblazed outstanding improvement in company standards for modern, creative, first-rate web design.
- Broke website sales record (6/week, up from 1/week), conducted training sessions at Melbourne office.
- Devised social media marketing strategies for clients that tripled online sales and audience engagement.

Education

MASTER OF ARTS IN JOURNALISM Aug 2019 – Dec 2020
New York University / New York, NY
Specialization in Magazine & Digital Storytelling, cGPA 3.87

BACHELOR OF SCIENCE IN INFORMATION SYSTEMS Jan 2002 – May 2005
University of Sydney / Sydney, Australia
Undergraduate Honor Roll 2004, Dean's List, graduated with Distinction

Skills

- Editorial: sub-editing, research, storyboarding, investigative reporting, styling, photography, videography
- Web: Google Analytics, CMS, search engine optimization, social media strategy, meta tags, HTML/5, CSS/3
- Digital: Adobe Photoshop, InDesign, Illustrator, Premiere Pro, Lightroom, After Effects, Dreamweaver

References

ALEXIS GELBER: Editor-in-Chief, **Straus News** - editor.ot@strausnews.com
DEVIN GORDON: **New York University** Adjunct Professor - xdevingordonx@gmail.com
CAROLINE MILLER: **New York University** Professor - caroline.miller@nyu.edu
KATE GUEST: ex-Editor-in-Chief, **ELLE Malaysia** - guest.kate@gmail.com