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# DIANE YU QI LEOW

[www.diane-writes.com/portfolio](http://www.diane-writes.com/portfolio) | [twitter.com/dianeleow](https://twitter.com/dianeleow)

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## EXPERIENCE

DIGITAL PRODUCER, CHANNEL NEWSASIA; SEP 2014 – PRESENT

- Part of the team which grew CNA's Facebook following from 300,000+ to 1.6 million in 2 years
- Assisted in growing CNA's Instagram following from the low thousands to 70,000 in 2 years
- Analysed data to grow audiences, including CNA's e-newsletter subscriptions and social media following
- Broke news, lifestyle, entertainment stories on regional and national level, and promoted them on social media
- Identified and experimented with social media trends in order to grow audience following
- Produced text and video content that trended on social media and in the digital space

NEWS EDITOR, MELD MAGAZINE; AUG 2011 – AUG 2014

- Carved out social media, SEO and content strategies according to data from Google Analytics
- Assisted in growing Meld's Facebook following by 100% in a year
- Undertook role of e-newsletter editor; maintaining open rate of 30% and click-through rate of 15% on average
- Wrote stories, conceptualised video and edited copy for various sections, including News, Lifestyle, Entertainment
- Mentored student reporters; assisted them in building suitable portfolio

JOURNALIST, PROPERTY OBSERVER; FEB 2013 – DEC 2013

- Broke news stories about the Australian property market
- Identified and created content for niche audiences, such as foreign buyers and international students
- Conceptualised video for website and social media

MARKETING MANAGER, CANDLELIGHT PRODUCTIONS; JAN 2014 – JUNE 2014

- Grew Candlelight Productions' Facebook following by 100% in weeks, after implementing social media strategies
- Oversaw media coverage and reviews of events at the Melbourne Comedy Festival
- Managed team of 12 interns and volunteers

## EDUCATION

MONASH UNIVERSITY, MELBOURNE, AUSTRALIA - MASTERS OF JOURNALISM, CLASS OF 2012

Major coursework include: Online Journalism, Print Features, Editing and Publishing, with coursework in video production. Wrote long-form project on the rise of Melbourne's dessert culture, aided by increasing prominence of lifestyle journalism in the digital space.

UNIVERSITY OF MELBOURNE, AUSTRALIA - BACHELOR OF ARTS (MEDIA AND COMMUNICATIONS), CLASS OF 2010

Major coursework include: Marketing Communications, Asian Public Relations, Writing Journalism, Advanced Writing. Undertook a second major in Political Science, with particular focus on Comparative Politics.

## SKILLS / LANGUAGE PROFICIENCY

Proficient in Mandarin, working knowledge of Cantonese and Hakka. Adept at identifying trends, ideas in online space.

## REFERENCES

- Edric Sng, former Supervising Editor, Digital Desk, Channel NewsAsia
- Hieu Chau, Editor, Meld Magazine
- Karen Poh, Founder and Editor-in-Chief, Meld Magazine