

ADRIENNE SHIH

multimedia journalist • digital editor

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🐦 @adrienneshih

education

University of California, Berkeley

Bachelor of Arts

Political Economy • Legal Studies

skills

- **Adobe Creative Suite** (Photoshop, InDesign, Illustrator)
- **Adobe Analytics** (Omniure)
- **Search Engine Optimization**
- **Social Media** (Facebook, Twitter, Instagram)
- **Social Analytics & Publishing Tools** (SocialFlow, Chartbeat, Sprinklr, CrowdTangle, Hootsuite, Facebook and Twitter Analytics, Google AdWords)
- **Online Production and Content Management Systems** (iNews, MIRA, Wordpress, Blogger)
- **HTML** (basic)
- **Mandarin Chinese** (working proficiency)

volunteer work

- **Co-Director, AAJA Mentor Match (jan. 2022 - present):** Lead, coordinate and plan AAJA's flagship international mentorship program
- **AAJA VOICES Faculty (2021):** Edited and managed a team of college journalists for a three-month features reporting project

memberships

Online News Association • Asian American Journalists Association • Society of Professional Journalists

references

Available upon request

experience

The New York Times

Senior Staff Editor, Opinion

oct. 2021 - present | Washington, D.C.

- Lead Opinion's social live programming strategy (Twitter Spaces and Instagram Live)
- Work on digital off-platform strategy (social media and newsletters)
- Edit and produce two weekly newsletters from Opinion columnists

The Los Angeles Times

Audience Engagement Editor, National Politics

march 2019 - oct. 2021 | Washington, D.C.

- Managed political breaking news, mobile/email push alerts, live blogs and real-time/historic SEO
- Produced, packaged and promoted reporting from national politics teams on website, social media and off-platform
- Project-managed editorial projects and served as digital point person for politics stories — including for: The Mueller Report, 11 Democratic presidential debates, primaries

Foreign Policy Magazine

Social Media & Engagement Editor

aug. 2018 - march 2019 | Washington, D.C.

- Led and executed daily content strategy for Foreign Policy's core social media channels
- Served as lead for ForeignPolicy.com's daily homepage editing efforts
- Spearheaded digital editing and promotion for Foreign Policy's flagship podcasts
- Created bespoke content for Foreign Policy's Instagram account

The Daily Californian

Online Managing Editor

nov. 2016 - may 2017 | Berkeley, CA

- Oversaw all digital and social content for the UC Berkeley's independent student newspaper, including the Daily Californian website (*winner of the Associated College Press' 2016 Online Pacemaker Award*)
- Lead a digital rehaul of the Daily Californian's website

Executive City News Editor, Senior Staff Writer

dec. 2015 - may 2016 | Berkeley, CA

- Managed a 40 person news staff, leading the Berkeley city news desk and managing daily coverage for beat reporters
- Sat on the Daily Californian's Senior Editorial Board
- Previously: Lead Berkeley City Beat Reporter (Dec. 2014- June 2015)

internships

- **Summer 2018:** The Washington Post (Audience & Social Media Intern)
- **Fall 2016:** CNN Politics (Breaking News Intern)
- **Summer 2016:** CNN (Social Media Intern)
- **Summer 2015:** Mayor's Office of San Francisco (Communications Intern)
- **Summer 2015:** Coffee Meets Bagel (Social Media Marketing Intern)