

TIFFANY Y. MAY

4959, 70 Morningside Drive • New York, NY 10027 • 773-633-4887 • tiffany.may@columbia.edu
tiffanymay.pressfolios.com • linkedin.com/in/maytiffany • twitter.com/tmaytweets • instagram.com/maytiffany

EDUCATION

Columbia University

English, Concentration in East Asian Languages and Cultures, *GPA*: 3.7 /4
Dean's List. Core Scholar.

New York, NY
Expected May 2017

Phillips Exeter Academy

Graduated *cum laude* with Highest Honors, *GPA*: 10.2 /11

Exeter, NH

Selected by student body and principal for "outstanding character displayed in all phases of school life"

June 2013

MEDIA

Columbia Daily Spectator

Staff Writer, Contributing Photographer and Cinematographer

New York, NY
January 2015 – present

- Reported and wrote long form features and narrative profiles for weekly news magazine
- Filmed and edited Tiny Dorm Concert performances and interviews as cinematographer
- Produced literary photo essays and wrote 4000-word cover story on self-expression and social media superstars
- Wrote content lines for Facebook and Twitter, increased section traffic by **253%** in a week

Ogilvy and Mather

Strategy Intern, Social@Ogilvy

New York, NY
June 2016 – August 2016

- Pitched product launch digital strategy to American Express client, winning intern team challenge
- Developed executive branding strategy with senior Ogilvy leadership, pitched to new business client
- Performed competitive audits and conducted social listening research, presented findings and made recommendations to corporate clients via Keynote and PowerPoint

PEN American Center

Editorial and Communications Intern

New York, NY
August 2015 - May 2015

- Curated Kickstarter campaign for Passages translation series, raised ~10,000 USD from 248 backers
- Created campaign story, photo, text and stop-motion video with **1k plays, 50% views completed**
- Partnered with 10 presses and bookshops to build incentive packages worth \$1500, directed social strategy
- Featured as "Project We Love" on Kickstarter homepage, reviewed by *Adweek* and *Seattle Review*
- Produced visuals and content lines for Twitter, Facebook, Instagram, Tumblr; collected data analytics
- Researched and wrote content on China-related issues for social media campaigns such as #ObamaXi2015
- Copyedited and formatted manuscripts and graphic novels for PEN.org (Drupal) and MailChimp newsletter

PROGRAM DEVELOPMENT

Symposium Asia

Senior Adviser

Hong Kong, PRC | New York, NY
May 2014 – present

- Launched and taught a 5-week humanities seminar bringing Eastern and Western classics in conversation
- Recruited 100 participants studying in high school, university and graduate school across 5 cities in Asia
- Designed curriculum and trained seminar leaders on guiding discussion, close-reading and critical analysis
- Planned urban outings, applied philosophy and literature to social issues, e.g. HK Umbrella Movement

Columbia Center for American Studies

Uihlein Undergraduate Teaching Fellow

New York, NY
June 2015 - May 2016

- Planned 3-day orientation for 30 high school seniors to prepare them for college-level philosophy seminar
- Led and designed daily classes to cultivate longterm critical reading, discussion and writing skills
- Mentor students in year-long research project on human trafficking, edit op-Eds and video

SKILLS & INTERESTS

- Fluent in Mandarin, Cantonese, German; proficient in Adobe Premiere, Lightroom, Sysomos, Microsoft Office
- DSLR photography, documentary filmmaking, video and photo editing, social media strategy, social analytics
- Interests in Asian cinema, theater, modern art, hiking, biking, cooking and baking sea salt chocolate cookies