



LINDA WANG

COMMUNICATIONS SPECIALIST

Bilingual wordsmith with a reporting background who has 6+ years of experience managing internal and external communications campaigns. A firm believer that impactful storytelling builds bridges.

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Los Angeles, CA 

EDUCATION

University of Southern California
M.S. in journalism
2016-2017

University of California, Los Angeles
B.A. in political science
2010-2013

SKILLS

Adobe Audition
Adobe Photoshop
Adobe Premiere
Constant Contact
Facebook/Instagram Ads
Hootsuite
HTML/CSS
Mailchimp
Photography
WordPress

LANGUAGES

English
Mandarin (HSK 6 Certified)
Shanghainese

EXPERIENCE

COMMUNICATIONS MANAGER (11/2019 - Present)

COMMUNICATIONS ASSOCIATE (06/2018 – 11/2019)

University of Southern California | Los Angeles, CA

- Author and curate biweekly newsletters for a growing audience of 5,500+ with an average open rate of 63% (industry average is 34%)
- Serve as associate editor of an award-winning alumni magazine and drive giving campaigns by highlighting the School's points of pride
- Manage a monthly COVID-19 town hall series by booking guests, creating marketing materials, drafting interview questions and documenting reach
- Spearhead campaigns on social channels to increase organic reach by 50% every year
- Manage reporter inquiries and pitch faculty as expert resources to media

NATIONAL DESK INTERN (01/2018 – 05/2018)

NPR | Culver City, CA

- Produced original digital and radio pieces selected for the NPR homepage
- Recorded field tape, booked guests and wrote radio scripts for reporters

GLOBAL NEWS INTERN (06/2017 – 08/2017)

The Associated Press | San Francisco, CA

- Wrote enterprise pieces and breaking news stories that were consistently picked up by The New York Times and The Washington Post
- Took pictures and videos that were widely used by national outlets

MULTIMEDIA REPORTER (07/2016 – 05/2017)

USC Annenberg Media | Los Angeles, CA

- Produced engaging web articles, broadcast packages and radio pieces
- Coded websites and interactive elements from scratch

COMMUNICATIONS MANAGER (08/2013 – 06/2016)

Ameson Education & Cultural Exchange Foundation | Shanghai, China

- Main liaison between international offices; created an "Employee Spotlight" series to help strengthen bond of multinational team
- Established and marketed mentorship and internship programs that increased recruitment by more than 25%