**Angel Po-Chen Chang**

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EDUCATION

**New York University**, New York, NY

Bachelor of Arts, Class of 2015

Double major in Journalism and French

PROFESSIONAL EXPERIENCE

**LittleThings.com**, New York, NY

*Original Content Writer,* July 2015—April 2016

Curated, pitched, and packaged viral human interest and social content for a startup media brand that has gotten over 1.7 billion page views in under one year; optimizing headlines, visuals, and sharing titles for our Facebook copy; developing, researching, and writing purely original content (most successful piece hit over 2 million PVs); pitching production ideas for our new video production department; developing storytelling strategies to reflect brand’s personality; prioritizing multiple projects in a fast-paced environment.

**BBC Worldwide** (BBC Travel), New York, NY

*Digital Editorial Intern*, September 2014—May 2015

Developed and wrote photo stories in partnership with National Geographic; moderated social media engagement; produced weekly “Best of Travel” and “Most Popular” sections on the homepage; produced videos in partnership with BBC’s The Travel Show; produced themed slideshows and ranked stories on the homepage; monitored site traffic and optimized headlines; conducted research for the intern project on top social media influencers.

**Complex Media** (First We Feast), New York, NY

*Digital Editorial Intern*, May 28 2014—August 28, 2014

Sourced and wrote news-oriented blog posts with multimedia; created slideshow galleries for stories; wrote news compilation posts; wrote event roundups and guides; sourced and produced recipes; wrote longer feature-style stories that included infographics and videos.

**amNewYork**, New York, NY

*Features Editorial Intern*, June 2013—August 2013

Worked closely with features editor to create content for the dining section; conducted interviews with recipe/cookbook authors, chefs and restaurateurs for stories; covered restaurant openings and thematic articles; wrote pieces on upcoming city food festivals and events; created editorial content for new food column; updated the weekly “health calendar” of city fitness events; wrote articles for the health and education sections.

SKILLS & LANGUAGES

Microsoft Office applications, WordPress, CMS, basic HTML and CSS, Adobe Photoshop, SEO principles, AP Style, Omniture, web analytics, workflow management, basic PHP object-oriented programming; English, Mandarin, French, Dutch