

Denise Lu

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Experience

Mashable / June - Sept. 2013
Features Editorial Intern

- write features on digital media, technology, social media

NorthbyNorthwestern.com / Dec. 2012 - June 2013
Managing Editor

- led daily publishing and managed budget
- edited stories, fact-checked and gave feedback
- spearheaded the editorial production of a web app

WNUR 89.3 FM / Sept. 2011 - June 2013
Marketing & Publicity Director

- designed, planned and ordered promotional items
 - maintained and updated social media outlets
 - acted as liaison for PR groups

PrettyMuchAmazing.com / Feb. 2012 - May 2013
Contributor

- wrote album reviews, maintained weekly column

Culture-ist Magazine / Oct. - Dec. 2012
Editorial Intern

- wrote weekly articles on travel, food and culture
 - two posts syndicated on The Huffington Post

Evolver.fm, The Echo Nest / June - Aug. 2012
Editorial & Research Intern

- updated apps database
- wrote articles about interactive music apps
- tracked syndication statistics and incoming site traffic
 - one post syndicated on Gizmodo.com

FreeCause, Inc., Rakuten Loyalty / June - Sept. 2011
Marketing & PR Intern

- created market analysis reports of company statistics and industry research
- conducted opposition research and competitor tracking
- drafted and copy-edited press releases and blog posts

Education

Northwestern University - Medill School of Journalism, Media, Integrated Marketing Communications - Evanston, IL

- Bachelor of Science in Journalism, Minor in Economics, expected June 2014

- J. G. Nolan Scholarship recipient, General Motors Scholarship recipient

Danish Institute for Study Abroad - Copenhagen, DK 2012

Skills

- Proficient in Mandarin Chinese, working knowledge of French

- Proficient in Adobe InDesign, Photoshop, working experience with Premiere Pro, Illustrator, Adobe Digital Publishing Suite

- Proficient in HTML, CSS, working knowledge of JavaScript, jQuery