

Denise Lu

www.deniselu.com
denise.ds.lu@gmail.com
@DeniseDSL
617.335.7788

Experience

The Washington Post / Jan. - March 2014
Design and Interactive Graphics Intern

Mashable / Sept. 2013 - present
Contributor

- pitch and write features on tech, digital and social media
- Features Editorial Intern from June to August 2013

PBS Mediashift / Nov. - Dec. 2013
Editorial Intern

- published cross-posts and produced story packages

NorthbyNorthwestern.com / Sept. - Dec. 2013
Executive Editor & Executive Vice President

- worked with Editor-in-Chief to plan content strategy
- trained editors on overall content and brand identity
- spearheaded the editorial production of a web app
- Managing Editor from December 2012 to June 2013

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

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

PrettyMuchAmazing.com / Feb. 2012 - May 2013
Contributor

- wrote album reviews, maintained weekly column

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

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

- created market analysis reports
- 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

B.S. in Journalism
minor in Economics
expected March 2014

J.G. Nolan Scholarship
General Motors Scholarship

**Danish Institute for Study
Abroad** - Copenhagen, DK

Danish Design
Business Innovation
Fall 2012

Skills

Mandarin Chinese
Working knowledge of French

Adobe InDesign
Adobe Photoshop
Adobe Illustrator
Adobe Premiere Pro
Adobe Digital Publishing Suite

HTML
CSS
JavaScript
jQuery