

LIN (JOANNA) SU

Data, Graphics, News Development

-> joannalinsu.github.io

-> sulinjoanna@gmail.com

-> 646.236.6184, NYC

EXPERIENCE

New York City | Nov. 2019 - Present

Audience Data Manager

Financial Times US Office

- Partnering with FT's audience engagement team on user testing for several FT verticals.
- Collecting and analyzing **audience data**.

Beijing | March 2019 - June 2019

Data Journalism Mentee

Bloomberg Beijing Bureau

- Worked under Editor-At-Large Lee. J. Miller.
Mined data on Bloomberg Terminal and National Bureau of Statistics of China.
- Compiled data, and **pitched** data-driven story angles.

Beijing | June 2018 - Oct. 2018

Data Editor Intern

Beijing Data Visualization Technology Ltd.

- **Collaborated** with engineers and designers in **collecting, scraping, and parsing data with Python, cleaning the data with Excel, visualizing the outcome with Illustrator**, and writing data-driven news stories for media clients.
- **Published four** stories on Tencent News that amassed **18,000 comments** in total.
- Wrote **scripts** for data visualization animations with motion designers.
- Helped build and maintain databases and an in-house data viz platform.

Beijing | May 2016 - Jan. 2018

Business Journalist Intern

CBN Weekly(YiMagazine)

- Curated the newsroom's **daily WeChat newsletter**.
- Reported on **tech and environmental issues from a business perspective**.
- Wrote for its new media platform.
- **Published 41** news pieces online and **four** in print magazine.

SKILLS

Data Wrangling: Excel, Python (incl. Beautiful Soup, Pandas, Sentiment Analysis), SQL, Google Analytics

Design: Adobe Photoshop, Adobe Illustrator(incl. ai2html), Agile Development (incl. user research, user journey mapping, prototype, user testing)

Development: HTML, CSS, JavaScript (incl. D3.js) Git and Github, Command Line

Languages: Chinese, English, Taiwanese

Others: DSLR camera, Adobe Premiere, Bloomberg Terminal, Audience-Centric Reporting

EDUCATION

New York City | Sept. 2019 - Present

New York University

M.A. Digital Journalism (Studio 20: Digital First)

Focuses: News project/product development, audience-centric reporting, digital news business models

Beijing | Sept. 2015 - July 2019

University of International Business and Economics

B.A. English Business Journalism

Published journal: "Data Empowerment, Assisting the Revolution of Media industry", ISSN1002-2759, 2018

Los Angeles, Spring Quarter 2018

University of California, Los Angeles

Exchange, courses: Artificial Intelligence and New Media; Web development Fundamentals; The History of Communication Technologies

HONORS

Oct. 2017 | Geneva

Visiting Scholar of United Nations

UN, Conference of Trade and Development