Natalie LUNG
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PROFESSIONAL EXPERIENCE

Tech Reporter | Bloomberg News | New York | June 2023 – present
- Pitch ideas, interview and write news on consumer apps and online market places (Uber, Airbnb, Match Group, peers) for investor and general audiences on the Terminal, website and Businessweek magazine
- Appear on Bloomberg TV and affiliate radio stations to talk about top tech stories

Data-Driven News Editor | Bloomberg News | New York | March 2022 – June 2023
- US 2022 midterm elections: Developed and tested publishing solution to beat competition on AP race calls using Python and Excel VBA code and through liaison with NY and DC newsroom stakeholders; Devised and ran more than 10 election night simulations with 20 headline editors globally
- US mid-cap earnings coverage expansion: Author weekly earnings preview newsletter, daily reports, appear on Bloomberg TV and radio and contribute editorial guidance to product initiative; Main automation tool rep tasked with user training and identifying and reporting issues to product managers

Breaking News Editor, Bureau Reporter | Bloomberg News | Hong Kong | June 2018 – February 2022
- One of the lead reporters chronicling Hong Kong's anti-government protests and China's political crackdown through developing sources in activist groups, enforcement and legal sector, court reporting and providing data-driven and explanatory analysis on the city's changing political landscape
- Beat competition in sending market-moving headlines on the Bloomberg Terminal and writing spot stories including indebted Chinese developers, HK politics and economy and the Covid-19 pandemic; Liaised with various newsroom stakeholders in Asia on day-to-day coverage priorities
- Proposed & implemented spreadsheet solution that yielded exclusive datasets and reporting on the economic impact of US-China trade war tariffs in 2018-19
- Stints on Greater China economy and government, Asia equities and China credit teams during internship and rotation program in 2018-19

Graphics Intern | Forbes | Hong Kong | February 2018 – April 2018
- Created infographics for Asia-focused stories using Illustrator, Photoshop, CartoDB

Visiting Student | MIT Media Lab (Civic Media group) | Cambridge, Massachusetts | June 2017 – August 2017
- Implemented Chinese natural language processing on Media Cloud, a text aggregator tool that monitors & analyzes news coverage and relationships between influential news sources and stories
- Curated news sources for China, Hong Kong, and Taiwan media collection for Media Cloud

Chief Editor | TecHKU, The HKU Journal of Technology | Hong Kong | September 2014 – December 2016
- Wrote & edited stories for student-run tech news site, recruited and managed ~30 contributors
- Organized tech talks including a fireside chat with Google's China President; ran 54-hour hackathons and coordinated event sponsorships, liaised with banks, tech companies for girls in STEM workshops

Program Lead | codeXpress Myanmar (Pilot) | Hong Kong & Yangon | September 2015 – September 2016
- Devised and taught a 3-week on-site introductory computing course (Scratch, web development and Arduino) for high school and college students at Su Educational Institute, Yangon, Myanmar

EDUCATION

Bachelor of Journalism, with 2nd major in Computer Science | The University of Hong Kong | 2014 – 2018
- Coursework: News Reporting and Writing, Statistics & Economics for Journalists, TV News Production, Multimedia Magazine Design; Data Structures & Algorithms, Java & OOP, Software Engineering, Testing and Maintenance, Computer Organization, Database Management Systems, Operating Systems

Exchange Student | Missouri School of Journalism, University of Missouri | January 2017 – May 2017
- Coursework: Data Journalism, Investigative Reporting, Computer Graphics, Web Development
- Participated in national conferences/hackathons on travel grants (NICAR, SND, MHacks, Google I/O)

AWARDS

2020 — Society of Publishers in Asia (SOPA) Award for Excellence in Reporting Breaking News; AAJA General Excellence Award in Multimedia (Awarded as part of package of stories by Bloomberg on Hong Kong protests)
2016 — Google Anita Borg Scholar; Grand Prize Winner in TVB Inter-Collegiate Documentary Competition

TECHNICAL SKILLS

Python, Pandas, Beautiful Soup, Plotly.js, nltk, jieba, SQL, regex, Bash shell, Git, OpenRefine, Excel; HTML, CSS, JavaScript, jQuery; Adobe Photoshop, Illustrator, Premiere, InDesign

LANGUAGES

English: fluent spoken and written, (IELTS score band 8/9); Cantonese: Native; Mandarin: Advanced