YIREN LU
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EDUCATION

Columbia University Graduate School of Journalism, New York   **August 2025**
M.S. in Data Journalism.
Coursework focuses on reporting and writing, investigative skills, and advanced data graphics and data journalism techniques.
Highlights include:

- **Data: Python**, **SQL, RStudio, HTML, CSS**
- Curated a weekly **auto-updating website** extracting current color trends from fashion brands
- Business Reporting (audio) using Audition
- Prospective Master's Project: A Data-driven project that emphasizes visual stories and graphics.
- **Reporting** on local news in Harlem and Inwood, Manhattan on *The Uptowner*
- A story on the parking challenges caused by new trash bins in Hamilton Heights, where in-street containers were placed to alleviate rodent issues and trash in the street
- Covered breaking news of an anti-vaccine rally in Harlem
- **Investigative techniques**: completed two Data-driven stories, collecting data through FOIA requests.

Wesleyan University, Middletown, Conn.   **May 2024**
Bachelor of Arts, Anthropology, Minor in Quantitative Analysis

PROFESSIONAL EXPERIENCE

Staff Writer & Social Media Manager, **The Uptowner,** New York, N.Y.   Aug. 2024 – Nov. 2024
- Reported on local stories in Harlem, Washington Heights, and Inwood, including breaking news of an anti-vaccine rally
- Managed the newspaper's official X account, ensuring consistent daily posts throughout the tenure
- Conducted on-the-ground research in public schools and interviewed experts to assess the impact of the Class Size Reduction Bill

*Administrative Production Intern***, Shanghai Animation Film Studio,** Shanghai   June 2024 – Aug. 2024
- Facilitated interviews with prominent artists, enhancing the company's visibility and public relations efforts
- Coordinated the preparation and submission of nomination materials for distinguished creators
- Managed and digitized the studio's archival records from the 1950s, ensuring their preservation and accessibility

Social Media Intern, **Global Times Online (Beijing) Culture Communication Co. Ltd,** remote.   Nov. 2023—Feb. 2024
- Translated and edited social media content for Global Times, a popular online news source.
- Produced articles, videos, and photos
- Conducted in-depth market research on competitors, analyzed industry trends, and proposed innovative projects to boost digital presence.

New Media Intern, **Shanghai Media Group,** Shanghai   May 2023 – July 2023
- Created 4-5 TikTok clips daily on Chinese news of interest to an international audience
- Collaborated in the development of project proposals and contributed to the strategic planning of features in Shanghai
- Contributed to weekly statistical analysis reports to provide insights and inform future coverage

GIS Fellow/Course Assistant, **Wesleyan University,** Middletown, Conn.   Dec. 2021—Sept. 2022
                    Sept. 2023—May 2024
- Assisted students in conducting comprehensive statistical analysis and data visualization using ArcGIS, enabling them to produce more efficient and impactful reports.
- Create webpages for the collections of the Joe Webb Peoples Museum at Wesleyan using StoryMap and ArcGIS

SKILLS AND INTERESTS

Code: RStudio(ggplot), SAS, Python (pandas, BeautifulSoup, Playwright), SQL, and Command Line, QGIS, Excel, HTML
Graphics: learning illustrator in this current semester
Editing: Audition, AE
Language: Mandarin (fluent), English (fluent)
Interests: swimming, Chinese opera singing
Affiliations: *Group member,* **CJS_Climate Reporter Network,** New York, attending **NICAR 2025**, Minneapolis, Minn.
Volunteer: *Event coordinator,* **Wesleyan Service Dog Training Program** for individuals with disabilities and autistic children.