

Hana Hong

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EDUCATION

August 2014 – May 2018

BACHELOR OF SCIENCE IN JOURNALISM

University of Illinois at Urbana-
Champaign

Major: News-Editorial Journalism

Minor: English

EXPERIENCE

August 2017-Present

WERK~EDITORIAL INTERN

Assist editorial strategy and content production for feature stories on digital platform, facilitate and leverage relationships with social media influencers, manage Instagram handle to increase overall social footprint.

August 2017-Present

READER'S DIGEST~FREELANCER

Write health, lifestyle, beauty, and feature articles for the website, pitch trending topics to senior editors for MSN roundup, track performance of social media posts to inform editorial strategy, syndicated by publications like Yahoo, Business Insider, MSN, and more.

June 2017-August 2017

READER'S DIGEST~ASME INTERN

Write analytics-driven health/beauty articles for the website, scout books for magazine features, track performance of social media posts to inform editorial strategy, help build and expand new beauty closet.

August 2016-January 2017

INSTYLE MAGAZINE~FREELANCER

Wrote articles for the lead travel vertical with over 15,000 shares, assisted with the production of branded content across multimedia platforms, practiced SEO techniques when creating posts and metatags, monetized affiliate links to increase online revenue, posted content related to news, features, and lifestyle.

May 2016-August 2016

INSTYLE MAGAZINE~EDIT INTERN

Handled communication with PR representatives for print stories, on hand/call to work with senior editors, transcribed interviews with celebrities and experts, helped in fashion and beauty departments, wrote articles for the digital platform, did research/fact-checking for stories.

August 2015-Present

HER CAMPUS ILLINOIS~HEAD EDITOR

Edit articles for the #1 college women's magazine for the Illinois chapter on the national website, manage all editors and bloggers, write original fashion/beauty articles biweekly, lead all editor meetings, produce annual Winter Glamourland blowout to raise over \$1,000 for Toys for Tots.

August 2015-June 2017

SPREAD MAGAZINE~EDITOR-IN- CHIEF

Managed, advised, and published all articles for monthly issues, boosted traffic and revenue by over 50 %, lead all meetings, oversaw all content branding, later promoted to president of parent company.

August 2015-May 2017

THE FASHION NETWORK~VICE PRESIDENT

Host semi-annual fashion shows and conduct fundraising with clients like PINK, Rent the Runway, and Francesca's, control The Fashion Network's email account and social media accounts, edit and publish for official blogging site.

May 2015-July 2017

ROCKSBOX~JEWELRY STYLIST

Made styling decisions based on customers' past shipment history and jewelry preferences, curated individual boxes and wrote professional notes to personal customers.

August 2014-June 2016

COLLEGEFASHIONISTA~STYLE GURU/EDITORIAL INTERN

Wrote and published original articles weekly, promoted from writer to editor after one year, reported directly to founder and creative director, edited and provided feedback to student articles before they were published, scouted fashion-savvy students on the street and conducted interviews.

SKILLS & ABILITIES

Graduated from ASME (American Society of Magazine Editors) Internship Program

Graduated from Teen Vogue Fashion University

Speak four languages—English, Korean, Spanish, French

Co-directed, produced, and organized four fashion shows

Proficient in Adobe Photoshop, InDesign, Illustrator, Premiere Pro, Audition, Microsoft Office, HTML, WordPress, Drupal, and Asana

Experienced in AP Stylebook and Chicago Manual of Style

EXTRACURRICULARS

- President of JAMS (Journalism Advertising Media Students), the largest media organization at the University of Illinois.
- Member of Society of Professional Journalists, the oldest organization representing journalists in America.
- Campus Representative for Clothes On Inc., a clothing company for customized apparel.
- Editor for Impulse and Buzz Magazine
- Went on mission trip to Quito, Ecuador for two months to assist underprivileged children aged 3-18, led services in Spanish.