

MYRA WU

Digital Content Producer | Social Media Strategist

WORK EXPERIENCE

DIGITAL CONTENT PRODUCER

Nov 2023 - Nov 2024

ABC 10News

San Diego

- ♦ **Spearheaded vertical video strategy**, driving a 60K+ follower increase across social platforms through engaging content aligned with audience trends and SEO best practices.
- ♦ **Produced and optimized video content for YouTube, apps, and OTT platforms**, utilizing metadata and analytics to enhance visibility and ensure seamless delivery.
- ♦ Coordinated live-streamed breaking news events, ensuring real-time updates and audience engagement on digital platforms.
- ♦ **Delivered compelling short-form content** for Instagram Reels, TikTok, and YouTube Shorts, with an average of 30K views per post.

SOCIAL MEDIA STRATEGIST

Oct 2023 - Jul 2024

Outlook Newspapers

Los Angeles

- ♦ Developed social media strategies, managing up to 20 accounts to drive traffic to Outlook websites.
- ♦ **Curated and scheduled posts across platforms**, showcasing original articles while engaging with online communities.
- ♦ **Monitored analytics to measure digital traffic**, social media engagement, and follower growth, providing bi-weekly reports to leadership.

DIGITAL VIDEO INTERN

Jun 2022 - Aug 2022

ABC News

New York

- ♦ **Edited and produced original digital videos** for ABC News Digital, focusing on accuracy and compelling storytelling tailored to digital audiences.
- ♦ **Pitched and developed story ideas tailored to younger audiences**, driving engagement and relevance on digital platforms.
- ♦ **Contributed to long-form video projects** by conducting research, scheduling interviews, and arranging shoots

DIGITAL NEWS INTERN

Aug 2021 - May 2022

ABC7 Eyewitness News

Los Angeles

- ♦ Managed social media content, boosting engagement on Instagram and Facebook.
- ♦ Edited and uploaded broadcast videos to abc7.com and YouTube, increasing online viewership.
- ♦ Analyzed audience data to refine content strategy, enhancing platform reach.

TELEVISION EXECUTIVE PRODUCER

Aug 2020 - May 2021

Annenberg Media

Los Angeles

- ♦ Managed live newscast production with 300 weekly viewers, leading a team of 30+ effectively.
- ♦ Coordinated timely breaking news coverage, enhancing viewer engagement.
- ♦ Authored clear, engaging scripts, ensuring impactful storytelling.

EDUCATION

MASTER OF SCIENCE IN DIGITAL SOCIAL MEDIA

University of Southern California

Los Angeles

BACHELOR OF ARTS IN JOURNALISM

University of Southern California

Los Angeles

SKILLS

Digital Content Creation: Adobe Premiere Pro, After Effects, Photoshop, Canva,

Social Media Tools: Creator Studio, CrowdTangle, Hootsuite, Chartbeat, True Anthem, Social News Desk,

Web/SEO: Basic HTML, Site Editor, WordPress, SEO optimization.