

Marian Liu

Flat A , 27/F, Tsui Lan Mansion, Westland Court, No. 5 Westland Road, Quarry Bay, Hong Kong
(510) 967-8989 | themarianliu@gmail.com

work experience

CNNMoney, Jan. 2017 - present, *Senior Multiplatform Editor* – Produce the site and social media for five sites: CNNMoney International, Tech, Travel, Media and Entertainment; Cover Asian entertainment from K-pop to Bollywood

The Sun Sentinel, May 2012- Dec. 2016, *Online entertainment editor*– Launched a hyperlocal entertainment site and app for a young demographic; Led a team in content and branding; Doubled page views every four months, reaching four million in 16 months; Produced a newsletter with more than eight thousand followers; Site won Best Features Website in 2016 Society of Features Journalism contest

The Seattle Times, Sept. 2007 - July 2011, *Staff Writer* – Co-led a newsroom-wide effort to create social media guidelines; Developed Twitter contests with more than 700 entries; Expanded entertainment coverage with multimedia stories

San Francisco State University, summer 2007, *Guest Lecturer* – Created curriculum and taught an upper division class on music writing

San Jose Mercury News, June 2001 - July 2007, *Pop Music Critic* – Spearheaded a national program with 32 daily newspapers in 29 markets on how to be more relevant to young readers; Trained staff in multimedia; Produced weekly audio stories and a Bay Area hip-hop series; Covered the Asian pop music scene, profiling many Chinese, Japanese and Korean stars for their first American features

leadership experience

Online News Association, 2014-2016 *South Florida Chapter Lead*

University of Washington Business Plan Competition, 2012-present, *Judge* – Evaluate submissions in the initial screening round

UNITY Journalists for Diversity, 2015-2016, *Advisory Board Member* – Help redefine the priorities of the minority journalism organization

AAJA Voices, 2009 - 2013, *Director* – Revamped a dying program to be the first multimedia fellowship for the Asian American Journalists Association convention; Trained professional staff and students in video, audio and content management

Society of Feature Journalists, 2011-present, *Diversity Chair, Foundation President*

National Association of Asian American Professionals, 2009 - 2011, *Vice President, Seattle chapter* – Led marketing, branding and social media

UNITY News, 2008, *Editor-in-Chief* – Managed and trained a team of 94 diverse college journalists for the first trilingual (English, Spanish, Cherokee) multimedia news service for the nation's largest gathering of journalists of color

fellowships

MediaStorm Advanced Storytelling Workshop, March 2012, *Editor* - Intensive documentary class at the award-winning multimedia production studio

Knight-Mozilla Learning Lab Fellow, summer 2011 – One of 60 international participants for inaugural program on digital journalism

Harvard Project for Asian and International Relations Fellow, 2001 – Study abroad program with Harvard University and the National University of Singapore

Leadership: ASNE Minority Management Management Institute (2015), Executive Development Institute (2009), Executive Leadership Program (2009)

Journalism: American Association of Sunday and Feature Editors Diversity Fellow (2004), Journalism & Women Symposium Fellow (2004), Chips Quinn (Oakland Tribune, 2001), Kaiser Media Internship in Health Reporting (Detroit Free Press, 1999)

education

University of San Francisco, March 2012, Advanced Social Media and analytics

University of Washington, class of 2011, Executive MBA, concentration on branding

University of California at Berkeley, class of 2001, Mass Communications and Integrative Biology Bachelor of Art degrees; Graduate School of Journalism classes in investigative writing and foreign reporting in China

CNN Diversity Fellow

1 of 5 in
nation for
inaugural
program
(Sept. 2015)

Top 10% of social media influencers Kred (April 2014)

Business Plan Winner

UW Executive
MBA Competition
(2nd place); Univer-
sity of Washington
Competition
(Top 16, June 2011)

Top innovator

Verizon Wireless
Asian Pacific
American
Heritage Bash
(Seattle, May 2011)

100 most passionate

Taiwanese-
Americans
taiwanese-
american.org
(May 2010)

Skills

Mandarin
Final Cut Pro
InDesign
Premiere
Excel, HTML
Photoshop