

Nancy Jiang

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WORK EXPERIENCE

Staff Writer

June 2025 - Current

Forbes Advisor

New York, NY

- Report [breaking news](#) with a service bent to an audience of 150 million monthly, working closely with various teams of editors and reporters across the Forbes Advisor network

Editor-in-Chief, KpopStarz + KdramaStars

Dec. 2024 – April 2025

Pleroma Media (Contract)

New York, NY

- Wrote breaking news headlines, line-edited up to 25 news articles, and authored up to six articles daily across the Pleroma portfolio (KpopStarz, KdramaStarz, Music Times, Enstarz)
- Operated and wrote copy for social media accounts, increasing Facebook views by 607% with over 1.9M+ views, reach by 316%, content interactions by 229%, page visits by 56%, link clicks by 7,300%, and follows by 34%
- Upped site traffic as per Chartbeat by 26%, engagement by 14%, quality views by 21%, and recirculation by 219%
- Led a team of editors and writers with edits, meetings, and a style guide as the executive decision on editorial voice
- Collaborated with developers to implement data sets, revamp, debug, and clean up the KpopStarz website

Lifestyle Reporter

Oct. 2022 – Sep. 2024

The US Sun

New York, NY

- Produced daily shoppable e-commerce content, including product galleries and articles alongside link-tracking platforms, boosting affiliate revenue and engagement by achieving over 100M page views and 30.5M unique visitors
- Wrote and edited up to eight articles a day on topics across commerce, including fashion, beauty, interior design, tech, gardening, and food, while also contributing content to the site's growing travel section
- Collaborated with experts for service-driven articles and interviewed sources for human interest features
- Produced video and wrote scripts to accompany high-performing articles while also sourcing footage for features
- Meticulously curated daily fashion and beauty recommendations, ensuring accuracy and relevance to drive reader trust
- Contributed daily story pitches with an eye on site analytics

Music Writer

Sep. 2021 – June 2022

Boston University Today

Boston, MA

- Founded the site's inaugural music column and newsletter, boosting website traffic for the site's 5 million monthly visitors
- Drove a 15% increase in social media engagement and boosted event attendance through posts and community features

Editorial Intern

Sep. 2021 – Dec. 2021

HotNewHipHop.com

Ontario, CA

- Wrote 7-8 SEO-optimized entertainment and music news stories daily, conducted artist interviews and live show coverage
- Managed confidential transcriptions, contacted stringers, and maintained contacts for high-profile interviews

Community Editor

Sep. 2019 – Dec. 2020

The Daily Free Press

Boston, MA

- Authored 20+ print and online arts, science, and business stories for Boston University's student-produced newspaper (5,000+ circulation)
- Led a diverse team of 20+ members to craft compelling stories and edited 30+ articles monthly
- Spearheaded arts coverage expansion, securing exclusive interviews and reviews, such as an interview with Grammy-nominated singer Gallant

Staff Writer + Editorial Manager

July 2019 – June 2023

From the Intercom

Los Angeles, CA

- Project-managed coverage of national events (SXSW, HITC, NYAFF), scooping interviews with players like director [Bong Joon Ho](#), [Laufey](#), and [Luna Li](#), enhancing audience engagement by 38%
- Monitored site traffic and implemented SEO best practices to bring in an average of 20% more views month to month
- Wrote and edited features and curated staff-selected round-ups, increasing readership by 12%

EDUCATION

Boston University BS, Journalism, minor in Political Science

Boston, MA

- Recipient of the four-year, full-tuition Richard D. Cohen scholarship, Tri-Alpha Honor Society, Dean's List

SKILLS

Asana, Airtable, Adobe Creative Suite, AP Style, Bootstrap, Canva, CMS, Flourish, Google Workspace, SEO (Chartbeat, Google Analytics, Parse.ly, SEMrush), Social Media (Facebook, Instagram Reels, Snapchat, TikTok), WordPress, Video Production; Languages: English (Native), Mandarin (Native)