

# WENG CHEONG

CONTENT SPECIALIST & PROJECT MANAGER



## EDUCATION

### SYRACUSE UNIVERSITY

#### S.I. Newhouse School of Public Communications

- M.A. Magazine, Newspaper, and Digital Journalism (2018 - 2019)

#### Maxwell School of Citizenship and Public Affairs

- B.A. International Relations (2014 - 2017)

#### College of Arts & Sciences

- B.A. Behavioral Psychology (2014 - 2017)

#### Google

Project Management Certification (2021)

## AWARDS

#### Association for Education in Journalism & Mass Communications

##### Organization (2019)

- Best Magazine feature

#### The Broadcast Education

##### Association (2020)

- Best Podcast

#### The New York Press Club Awards for Journalism (2022)

- Infographics, The Cost of Inequity (Insider Staff)

## SKILLS

#### Multilingual

- Mandarin (native fluency)
- Cantonese (native fluency)
- Thai (native fluency)

#### Content

- Asana
- AirTable
- GitHub/ZenHub
- CMS
- Adobe Creative Suite
- Photography
- Writing/Editing
- HTML/CSS

#### Project Management

- Agile/Scrum
- Timeline (Gantt)
- Cross-functional collaboration
- Budget Management
- Content Management
- Production

## PROFESSIONAL EXPERIENCE

### FREELANCE CONTENT STRATEGIST & PHOTOGRAPHER

October 2023 – Present

- Founded Kitsana Media, a photography-focused production hub specialized in editorial content
- Partner with community organizations and fashion creatives to create compelling visuals
- Photograph campaigns and launch campaigns that prioritize BIPOC audiences
- Visit <https://www.kitsanamedia.com> to take a look at my work

### CONTENT OPERATIONS LEAD, SPOTIFY PODCASTS

February 2023 – August 2023

- Managed program operations for a total of 9 current and upcoming podcast shows at Spotify
- Created production timelines and cross-functional processes with marketing, advertising, editorial, etc.
- Produced and traffic podcast audio promotions to amplify episode release on and off app platform
- Managed vendor payment communications and coordination with third-party vendors and freelancers
- Developed podcast show and episode release plans that maximize audience development plans
- Podcast roster included Pulitzer and Peabody award-winning show Stolen, Science Vs, The Journal, Conviction, Heavyweight, Not Past It, Stuck with Damon Young, Case 63, and more

### ASSOCIATE PROJECT MANAGER, HZDG

October 2021 – January 2023

- Developed and monitored timelines for digital, web-design, UX/UI, and content-related projects
- Managed scope, workflow, and overall project health to meet deadlines and deliverables
- Monitored deliverables & team resourcing across production, web-developer, copy, and design teams
- Leveraged scrum and sprint-planning processes to ensure an efficient and effective workflow
- Collaborated with exec-level leaders and senior project managers to identify project risks
- Client list included Volkswagen, Washington Wizards, Eastman Chemical, and Heatherwood Luxury
- Served as a board member at the agency's Diversity, Equity, and Inclusion Council

### STRATEGY REPORTER, BUSINESS INSIDER

December 2019 – June 2021

- Wrote and produced content to become Insider's top 7 most subscribed writers out of 300+ in 2020
- Created an editorial strategy that grew total subscription revenue by more than 11% in 2020
- Conducted market research to identify factors that might impact readership behavior
- Identified opportunities to grow and reach new audiences through webinars and sponsorships
- Handled social media, stakeholder engagement, and editorial timelines for 20+ projects/month

### EDITORIAL FELLOW & SPECIAL PROJECTS COORDINATOR, LINKEDIN

June 2019 – November 2019

- Pulled user content and funneled them into newsletters to increase platform engagement
- Analyzed content metrics on LinkedIn's social page to advise stakeholders on content strategy
- Assisted 12+ global editors and producers during project launches and digital campaigns
- Achieved associate video producer byline for social media videos and weekly live shows
- Helped product marketing team tap into niche audiences by building a focus group database

### PODCAST PRODUCER & PHOTOGRAPHER, SYRACUSE SIDE HUSTLES

December 2018 – May 2019

- Formulated an editorial strategy for a 12-episode podcast featuring local entrepreneurs
- Wrote audio scripts, conducted interviews, and collected soundbites for 4 episodes
- Managed 6 editorial teams and tracked creative team progress over the course of 6 months
- Improved the production team's overall workflow by creating Gantt charts and tracking tools