

TINGTING (TINA) TAN

EDUCATION

CONTACT DETAILS

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LinkedIn:
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Northwestern University Medill | Chicago, San Francisco

Master of Science in Journalism (Media Innovation & Content Strategy) - STEM program
GPA: 3.97/4.0 September 2020 - August 2021

University of Missouri | Columbia, Missouri

Bachelor of Journalism in Convergence Journalism
GPA: 3.8/4.0 Honor: Magna cum laude August 2018 - July 2020

Communication University of China | Beijing, China

Bachelor of Arts in Communication
GPA: 3.7/4.0 September 2016 - July 2020

EXPERIENCE

SKILLS

- Cross-functional collaboration
- User-centered design
- User interview
- Usability testing
- Wireframing, prototyping
- Communication
- Social media
- Videography with DSLR
- Audio production

Programming languages

- CSS, HTML, D3
- JavaScript (basics)
- SQL (basics)

Software

- Google Analytics
- Figma
- Adobe Suite:
Premiere Pro, Audition,
Indesign, Photoshop,
Lightroom, Illustrator,
Dreamweaver
- Canva
- Microsoft Office Suite:
Excel, Word, PowerPoint
- Google Doc, Google Drive
- Tableau / ArcGIS
- DB Browser
- Atom, GitHub
- WebStorm

Language Competency

- English
- Mandarin
- Cantonese

Product Intern, UX Research

BestReviews

San Francisco, CA | June 2021 - August 2021

- Planned and led a user research study to understand BestReviews' readers and their interests in the brand
- Created and distributed a survey via website and email newsletter; synthesized the findings from 400+ responses
- Conducted one-on-one interviews with a diverse representative group of 8 people
- Presented research findings and 3 user personas to stakeholders (including the CMO) and provided actionable product and editorial recommendations to increase reader engagement and user retention

Co-Founder, Project and Product Manager

Together App, NUvention Web+Media

Evanston, Illinois | January 2021 - June 2021

- Led a team of software engineers and designers to research, develop and launch an MVP for Together, a habit incubator app, in 5 months
- Distributed surveys, conducted user interviews and usability tests to understand and improve user experience
- Led the marketing research in branding, audience acquisition, and B2B relationship building
- Pitched the demo to an advisory board of 20+ entrepreneurs and investors

Audience Engagement Consultant

Block Club Chicago

Chicago | March 2021 - June 2021

- Researched and analyzed Block Club Chicago's Google Analytics to understand its readership and audience engagement performance
- Pitched content strategy recommendations to the editorial team regarding improvements on email newsletters, SEO and search ranking, website design, revenue strategy, and technical settings

Social Media Consultant

Columbia Missourian

Columbia, Missouri | January 2020 - May 2021

- Researched, analyzed, and created a social media campaign on Facebook and Instagram for Missourian's 2020 Election Coverage; responsibilities include content testing and creating an editorial calendar
- Pitched and produced social media content to boost audience engagement under unprecedented COVID-19 challenges (limitations of remote reporting, lack of offline events, etc.)

Business Reporter, Associate Editor

Missouri Business Alert

Columbia, Missouri | January 2020 - May 2020

- Researched the economy and major industries in small towns with a population of around 2,000 and produced multimedia stories for the "Outstate" entrepreneurship program
- Oversaw a team of 4 journalists in reporting on the wine and tourism industries in Hermann, Missouri

Multimedia Journalist, Editor, Producer

KOMU 8 News (NBC station), KBIA (NPR station)

Columbia, Missouri | August 2019 - July 2020

- Assisted in the creation of KOMU8's start-up OTT streaming service; collected and produced video assets, including a new original talk show "Backstory"
- Pitched and produced in-depth business and community stories on biweekly deadline-driven cycles
- Wrote scripts for multimedia news packages; content includes audio, video, text, photo, and social media
- Wrote scripts, edited and produced for podcasts "The True/False Podcast" and "Where You're At"
- Coached a 3-4 person reporting team to develop a 4-piece multimedia story package every 2 weeks