

Samantha Chan

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EDITOR

Professional print and web editor with more than seven years of experience, providing high-quality content. Extensive experience in the creation and maintenance of an efficient production schedule of editorial content for print and web formats.

SKILLS

- Microsoft Suite: Word, PowerPoint, Excel, OneNote
 - Adobe Creative Suite: InDesign, Dreamweaver, Photoshop, Illustrator
 - Social Media: Facebook, Instagram, Twitter, Blogspot, Wordpress
 - CMS Proficient; Basic HTML
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PROFESSIONAL EXPERIENCE

PG MEDIA, New York, NY • June 2008 – October 2015

Co-Editor of PARENTGUIDE News

March 2015 – October 2015

- Supervised staff and freelance writers contributing full-run articles and features for print and web editions.
- Created and maintained valuable rapport with publicists, parenting and medical professionals.
- Approved layout of articles, calendars, and columns in print editions.
- Generated and managed monthly and weekly closing schedules for print and parentguidenews.com.

Associate Editor of PARENTGUIDE News

May 2011 – March 2015

- Headed the Westchester, Queens, and Manhattan print and web editions.
- Supervised creative process of monthly editions, from creation to final print review.
- Composed Top Events and What's Happening columns from announcements and investigation.
- Teamed up with advertisers and sales representatives to create monthly directories.
- Researched and orchestrated seasonal travel articles and directories.
- Applied knowledge of fashion and designers to arrange spring and fall fashion spreads.
- Inspected, copy edited, fact-checked, and proofread advertisements, features, columns, directories, and calendars, as well as general layout prior to final printing.
- Uploaded materials every month.

Head of the Internship Program

- Recruited, selected, trained, and supervised interns.

Assistant Editor of PARENTGUIDE News / Marketing Assistant

June 2008 – May 2011

- Liaised between Manhattan-based advertisers and art departments to create advertisements.
 - Used Excel spreadsheets to increase efficiency in monitoring long-term advertising trends, contracts, and costs.
 - Assisted Manhattan art director in altering and creating advertisements and coupons.
 - Utilized Sage50 (formerly Peachtree) to compose monthly bills for all PG Media advertisers.
 - Employed Constant Contact services to send monthly e-newsletters to subscribers.
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FREELANCE EXPERIENCE

- Contributing Author: Wide Open Media, Skirt Collective
 - Marketing Materials Contributor: Sense Labs, Inc.
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EDUCATION

Quinnipiac University • Hamden, Connecticut

- Bachelor of Science Degree in Print Journalism
- Bachelor of Arts Degree in English