

# VIVIAN GIANG

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## REPORTER/EDITOR/STORYTELLER

Journalist with a strong understanding of online publishing, digital media, and web 2.0 social networking sites. Possesses excellent oral and written communication skills, able to handle several projects simultaneously, and meets tight deadlines. Has knowledge of stats: UVs, PVs, retention rates, impressions, and engagement. Operates with a strong sense of urgency and thrives in a fast-paced environment. Fluent in Vietnamese and English. **Core competencies include:**

Reporting & Editing • Journalism • Feature Writing • Research • Public Speaking  
Media Appearances • Social Media • Search Engine Optimization (SEO)

## PROFESSIONAL EXPERIENCE

VARIOUS PUBLICATIONS • New York, NY

**Freelance Writer/Editor/Producer** (April 2014 - Present)

Freelance journalist for a variety of media outlets, including Fast Company, Fortune, Quartz, Marie Claire, Slate, among others.

MIC.COM • New York, NY

*A next generation media company focused on Gen Y.*

**Lead Entrepreneurship Editor** (Jan. 2014 - April 2014)

Responsible for growth, quality, story ideas, angling and editing of all features. Maintained company's LinkedIn account.

BUSINESS INSIDER • New York, NY

*Fast-growing business and technology site with an average of 30 million unique visitors (UVs) monthly.*

**Careers and Business Strategy Reporter** (May 2011 – Jan. 2014)

Reporter/editor for Careers and Strategy verticals. Responsible for the growth in readership, quality of features, and planning long-term features (including management, lifestyle, and generational influences). Maintains Business Insider's social media accounts dedicated to Careers and Strategy verticals.

- Launched Careers vertical in March 2012, covering topics ranging from startups and technology influences to the rise of small businesses and freelancers.
- Grew readership from zero to over 12 million monthly page views (PVs) in less than two years.
- Manages small business sponsorships and commissioning campaigns, \$500k+.

THE NEW YORK TIMES • New York, NY

*Award-winning daily American newspaper.*

**Contributor** (Aug 2011 – Dec 2011)

Produced video news stories for The New York Times' Local East Village blog.

DAN RATHER REPORTS • New York, NY

*Weekly news television show hosted by news anchor Dan Rather airing on AXS TV.*

**Freelance translator** (Jan 2011 – May 2011)

Worked with producers to translate interviews in “The Horn of Africa” for “Dan Rather Reports.”

## PROFESSIONAL DEVELOPMENT

NEW YORK UNIVERSITY • New York, NY (2011)

**Master of Arts in Journalism**

**Certificate in Business and Economic Reporting**

UNIVERSITY OF GEORGIA • Athens, GA (2009)

**Bachelor of Arts in Journalism and Public Relations, Minor in English**

### Technical Skills

Adobe Photoshop • Adobe InDesign • Final Cut Pro • Content Management Systems (CMS)  
Social Media: Twitter • Facebook • LinkedIn • Instagram • Pinterest • Vine • TweetDeck • HootSuite