

Leila Hashemi

Leilahashemi00@gmail.com | San Diego, California

PROFESSIONAL SUMMARY

A versatile professional with 12 years of experience in writing, editing, content creation, and digital media in China's top media outlets, coupled with a solid background in F&B and hospitality.

Proven expertise in producing engaging, high-quality content that captivates audiences and drives clicks. Excels at working under pressure and meeting tight deadlines while maintaining exceptional attention to detail.

Notable achievements include having top-clicked articles on China's Twitter-like Weibo for "The Ease of the East," "Expats, Stop Saying 'They,'" and "China Changed Me."

SKILLS

- SEO strategies
- Audience engagement
- Copywriting
- Social media management
- Deadline management
- Content review

EXPERIENCE

Associate Editor

Caixin Global , 2023 - Current

- Assisted writers in improving brand voice and core writing with direct coaching and mentoring
- Edited authors' first drafts, suggested additional content updates and returned works to authors for review
- Collaborated with production and design teams to create page design, establishing content hierarchy and graphic placement for consistent branding

Associate Editor

Xinhua News Agency, 2016 - Current

- Edited authors' first drafts, suggested additional content updates and returned works to authors for review
- Planned, organized and managed a dynamic portfolio of projects across multiple platforms (WeChat/Weibo)
- Created monthly schedule for the local desk
- Conduct monthly training seminars for writers with the editing team

Metro Editor

Global Times (People's Daily) , 2016 - 2018

- Edited authors' first drafts, suggested additional content updates and returned works to authors for review
- Assisted writers in improving brand voice and core writing with direct coaching and mentoring
- Applied top-notch time management techniques to juggle extensive list of deadlines and projects in various phases of completion
- Edited variety of content to maintain focus and best practices

- Checked resources and compared specific details to external sources, verifying writer accuracy

Copy Editor/Copy Writer - Freelance

China.org, 2017 - 2023

- Edit and create daily articles, blurbs and subtitles
- Pitch and write content for the travel section
- Edit and give feedback on scripts and presentations
- Created editorial guidelines for web pages, social media posts and email newsletters.

Digital Content Creator - Freelance

Jinsisong - JSS , 2021 - Current

- Wrote crisp, engaging copy for WeChat to grab audience's attention
- Tracked market and industry trends by following online chatter
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- Adhered to deadlines with expert project management and multitasking abilities
- Increased audience engagement and brand awareness

Copywriter - Freelance

That's Sanya, 2021 - 2022

- Boosted copy success by incorporating particular words and information, including SEO keywords
- Prepared high-quality written copy by carefully creating, proofreading and editing work
- Created content for newsletters, blogs and website pages for diverse customers
- Elevated creativity of work by adapting to changing audiences and cross-functional requirements

Digital Content Creator - Freelance

anyScale, 2019 - 2021

- Create press release packages for completed projects
- Create content for media, project and company info pages on anyScale's website
- Create applications for design awards
- Create blurbs and write-ups for a bi-monthly newsletter

Journalist/Sales

The Stagger, 2013 - 2016

- Created community-relevant human interest and consumer protection stories.
- Researched, developed and edited stories for distribution.
- Located important events quickly by staying on top of [Type] events and news streams.
- Evaluated online presence of prospective clients and prepared individualized marketing strategy for sales proposals.
- Recommended products based on individual customer business needs and practices.

Manager/Events Coordinator

Mellow Mushroom , 2012 - 2016

- Manage Facebook promotions
- National winner of companywide menu contest
- Top sales nationwide for multiple company promotions
- Planning and coordination of company events and parties
- Opening and closing responsibilities
- Catering and event execution

EDUCATION

Bachelor of Arts (B.A.): Communications: Public Relations, Literature Associate

North Carolina Central University, Durham , NC, Dec 2014

Sigma Tau Delta - International English Honors Society

Lambda Pi Eta -Communication Honors Society