

Leila Hashemi

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Experienced journalist, editor, and content strategist with 12 years of crafting compelling narratives across digital media, publishing, and brand content. From op-eds and feature stories to SEO-driven copy and editorial strategy, I specialize in engaging audiences and refining brand voice. Adept at managing fast-paced workflows and collaborating with teams to produce high-quality, impactful content, I bring precision, adaptability, and a keen editorial eye to every project.

SKILLS

- Deadline-Driven Project Management
- Slack, Asana, Trello, and Project Management Tools
- Content Strategy & Audience Targeting
- Marketing & Brand Messaging Alignment
- WordPress & CMS Management
- Feature Writing & Columnist

EXPERIENCE

NOVEMBER 2024-CURRENT

Copywriter | Associate Editor - Freelance

Marquis Who's Who | New York, New York

- Craft compelling and factually accurate profiles and bios that effectively highlight professionals' skills, achievements, and career trajectories
- Conduct in-depth research and verify information to ensure accuracy, credibility, and alignment with the listee's voice
- Collaborate closely with teammates and editorial staff to maintain quality, streamline workflow, and enhance impact
- Work within a structured database system to organize, retrieve, and manage biographical data efficiently

MARCH 2023-JUNE 2023

Associate Editor

Caixin Global | Beijing, China (Remote)

- Edited first drafts of translated content, refining for clarity and accuracy
- Stayed ahead of market trends and financial developments to ensure timely, insightful coverage.
- Worked closely with an international team, collaborating across languages and regions to maintain editorial consistency and high-quality content.

AUGUST 2018-JUNE 2022

Associate Editor

Xinhua News Agency | Beijing, China

- Edited first drafts of translated content, refining for clarity and accuracy

- 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

AUGUST 2016-AUGUST 2018

Metro Editor

Global Times (People's Daily) | Beijing, China

- Edited first drafts of translated content, refining for clarity and accuracy (AP)
- Assisted writers in improving brand voice and core writing with direct coaching and mentoring
- Applied top-notch time management techniques to juggle an extensive list of deadlines and projects in various phases of completion
- Wrote a weekly column for Metro Desk (see portfolio "Two Cents")

FREELANCE

DECEMBER 2021-AUGUST 2023

Digital Content Creator - Freelance

Jinsisong - JSS | Beijing, China

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

JANUARY 2017-JANUARY 2023

Copy Editor/Copy Writer - Freelance

China.org | Beijing, China

- 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

MAY 2021-JANUARY 2022

Copywriter - Freelance

That's Sanya

- 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

[Further Experience Provided Upon Request]

EDUCATION

Bachelor of Arts (B.A.) - Communications: Public Relations, Literature Associate
North Carolina Central University, Durham, NC

December 2014

- Sigma Tau Delta - International English Honors Society
- Lambda Pi Eta - Communication Honors Society

PORTFOLIO

AStaggeredMind.com