

CHARLOTTE KHO

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Experience

The NewsHouse | Digital Producer | Syracuse, NY | January 2023 – Present

Produce editorial and social content that reflects The NewsHouse voice and brand identity

- Work collaboratively with other editors, writers and producers
- Schedule social media posts
- Track and report analytics to increase audience engagement and readership

POPSUGAR | Contributing Fashion Writer | New York, NY | December 2022 – Present

Create and pitch stories • Work closely with Fashion editors to edit and clean up content

- Produce timely clips that reflect POPSUGAR's voice and brand identity

Interview Magazine | Summer Intern | New York, NY | July – August 2022

Attended pitch meetings with Editor in Chief • Created and pitched stories • Scheduled and created social media posts • Utilized magazine archives to brainstorm new content • Pitched celebrities and influencers for specific brand campaigns

POPSUGAR | Editorial Operations Support Associate | New York, NY | January – July 2022

Created and pitched stories • Worked with all editorial teams to update content • Scheduled social media posts to promote content and increase engagement • Wrote weekly clips for Fashion column • Wrote clips for Entertainment and Beauty columns

The Daily Orange | Opinion Columnist | Syracuse, NY | September 2021 – February 2022

Wrote opinion columns on a bi-weekly basis • Created and pitched storylines • Covered and reported stories regarding COVID-19 on campus • Interviewed sources • Fact-checked data and articles • Worked with editors to edit content and voice of pieces • Edited and published digital content to engage audiences

Discover | Communications Extern | Chicago, IL | March – August 2021

Worked alongside the Recruitment and Emerging Talent team • Analyzed data to strengthen research • Reviewed and offered input in building a messaging architecture to establish successful communication to student candidates • Drafted and wrote communication templates • Built tone of voice for recruitment • Managed brand identity

Education

S.I. Newhouse School of Public Communications | Syracuse University
B.S. Magazine, News and Digital Journalism | May 2023 | Dean's List

Skills

Microsoft Outlook, Teams, Word, Excel, PowerPoint
Twitter, TikTok, Instagram, Instagram Reels, Snapchat, YouTube, LinkedIn
Google Analytics, Sheets, Drive