

Lisa Leong

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104 Sheffield Rd.
Alameda, CA 94502

EDUCATION

University of California Los Angeles

Major: Bachelor of the Arts, Art History
Minors: French, Asian American Studies

Graduated June 08
Cumulative GPA: 3.9

EXPERIENCE

Program Coordinator | Kearny Street Workshop

April 09 – Present

- Responsible for planning and implementation of programs, workshops, exhibitions, and lectures
- Coordinated all aspects of annual APAture festival of emerging artists
- Led planning committee of 23 volunteers to organize and curate six-day art festival
- Researched and wrote grant proposals and reports

Marketing Coordinator | Kearny Street Workshop

Sept 08 – Present

- Wrote press releases, event listings, PSAs, gallery binder and wall labels
- Maintained databases of 6000 members and 400 media outlets
- Updated KSW Blog, YouTube, Facebook, Twitter, and MySpace accounts
- Collected press clippings and reorganized program archive

Contributor | Asia Pacific Arts

Sept 07 – Jun 08

- Wrote features on art, film, and TV for Asian/American arts magazine
- Pitched stories, conducted interviews and created headlines

Online Journalism Intern | AAJA/AZN Television

Jan 08 – Apr 08

- Contributed 500-word editorials for AZN TV's Outspoken blog

Online Marketing Assistant | TOKYOPOP

Sept 07 – Nov 07

- Wrote copy for monthly e-newsletter and over 40 online banner ads
- Created titles, series and episode descriptions for anime "webisodes"
- Assisted with online and viral marketing campaigns

Marketing Intern | TOKYOPOP

June 07 – Aug 07

- Wrote back cover copies for 20 novels and mangas
- Represented TOKYOPOP at San Diego Comic-Con
- Managed contests reaching out to the online fan community

Student Advisory Committee | Hammer Museum

Sept 05 – Jun 07

- Planned special events with live music, screenings, food, and speakers for 600+ students
- Wrote grant proposal and presented it to Campus Programs Committee fundraising up to \$8000
- Handled member check-in, provided public assistance at screenings, lectures, readings

SKILLS/INTERESTS

- Proficient in Microsoft Word, Excel, PowerPoint and FileMaker Pro
- Basic Adobe Photoshop and Dreamweaver skills
- Fluent in French, familiar with Italian and Mandarin
- Enjoy traveling, museums and creative writing