

BLAKE Z! RONG

(508) 414-5004

BZRONG@GMAIL.COM

STATEMENT

Motivated, passionate editor and journalist with over six years' experience in online, newspaper and magazine publishing. Proven track record in creating engaging stories, long-form features, and comprehensive research. Currently looking to bring my communications expertise into the public relations, marketing, or social media fields in Austin, Texas.

EXPERIENCE

PETERSEN AUTOMOTIVE MUSEUM

JANUARY 2015—JULY 2015

CURATORIAL ASSISTANT

- » Worked as a team to plan 25 new exhibits, across three stories, for museum's reopening
- » Arranged loans of over 15 motorcycles and 5 alternative-powered vehicles for display
- » Conducted research on automotive history pertaining to 19th century electric vehicles
- » Reinforced communication and organizational skills

AUTOWEEK MAGAZINE

NOVEMBER 2012—NOVEMBER 2014

ASSOCIATE EDITOR, WEST COAST

- » Covered daily automotive news and events in Southern California
- » Wrote feature stories and vehicle reviews with an enthusiast focus
- » Worked with fleet companies to organize monthly schedule of vehicles to review
- » Reported on auto shows in LA, NYC, and Detroit, with live updates to social media

AUTOMOTIVE.COM

SEPTEMBER 2011—OCTOBER 2012

ASSOCIATE ONLINE EDITOR

- » Collaborated on strategy, direction of relaunched consumer site with a team of site editors
- » Compiled and analyzed monthly vehicle sales figures
- » Engaged audiences via the site's Twitter, Facebook, and Google Plus accounts
- » Helped increase month-over-month web traffic and unique views

AUTOGUIDE

FEBRUARY 2011—AUGUST 2011

FREELANCE CONTRIBUTOR

- » Contributed unique editorial voice and personality to news section
- » Worked remotely with editors in Toronto, Canada
- » Attended the New York Auto Show and covered two days of new vehicle launches
- » Emphasized quick turnaround of news stories with no loss of accuracy

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HOONIVERSE

APRIL 2010—AUGUST 2011

EUROPEAN EDITOR

- » Contributed to Hooniverse.com during a year spent abroad in London
- » Produced feature stories and original photography
- » Launched an early iteration of the Hooniverse Podcast, using Skype
- » Subjects ranged from budget racing to obscure British manufacturers

JALOPNIK

APRIL 2010—SEPTEMBER 2010

SUMMER INTERN

- » Served as an intern for Jalopnik.com, the automotive property of Gawker Media
- » Organized Twitter accounts for all Gawker properties
- » Managed site's Facebook page and moderated comments
- » Was chosen for position by editorial staff because of strong writing skills

INTERTEXT MAGAZINE

JANUARY 2010—MAY 2010

DESIGN EDITOR

- » Managed art direction for annual Syracuse University literary magazine
- » In charge of layout and artwork for 90-page publication
- » Collaborated with fellow editors on selecting pieces for inclusion
- » Worked with contributing writers to improve grammar, content, and tone

THE DAILY ORANGE

JANUARY 2009—MAY 2009

ASSISTANT FEATURES EDITOR

- » Planned stories nightly for features section of award-winning college newspaper
- » Reported on campus events and shows
- » Served as film critic, with reviews published biweekly
- » Collaborated on stories with staff from different departments

THE DAILY ORANGE

OCTOBER 2006—FEBRUARY 2007

ASSISTANT DESIGN EDITOR

- » Worked on print layout for daily college newspaper
- » Rotated across different sections of the newspaper nightly
- » Used the Adobe Creative Suite to design graphics, edit photos, and organize layouts
- » Emphasis on meeting the unique needs of every department under strict deadline

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EDUCATION

SYRACUSE UNIVERSITY

SEPTEMBER 2006—MAY 2010

BACHELOR OF ARTS, WRITING

- » Minor in American History
- » Dean's List, Fall 2009 semester

CITY UNIVERSITY LONDON

AUGUST 2010—JUNE 2011

MASTER OF FINE ARTS, CREATIVE NONFICTION

- » Gained valuable cultural and creative exposure
- » Left program to pursue professional interests

SKILLS

ADOBE CREATIVE SUITE CS5 Photoshop, InDesign, Lightroom (10 years)

MICROSOFT OFFICE SUITE Word, Excel, PowerPoint (15 years)

DIGITAL PHOTOGRAPHY Canon EOS, Sony A7 systems (8 years)

WEB EXPERIENCE HTML (10 years), CSS (9 years), Javascript (2 years)

WEB PUBLISHING Wordpress (7 years)

EDITING AP Style, CMOS (6 years)

LANGUAGES SPOKEN: Chinese, French

ACHIEVEMENTS

DELTA CHI FRATERNITY Syracuse Chapter

EAGLE SCOUT BSA Troop 227, St. Anne's Parish, Quinsigamond District

PUBLISHED WORKS

FEATURED WORK

bzrong.com

GOOGLE PLUS FEATURES ARCHIVE

plus.google.com/+BlakeZRong/

TWITTER @BZRONG

twitter.com/bzrong

AUTOWEEK AUTHOR PAGE

autoweek.com/authors/blake-z-rong

JALOPNIK CONTRIBUTING WORK

kinja.com/bzrong