

MEGAN LAU

hello@meganlau.com
meganlau.com
@megan_lau

WORK EXPERIENCE

Digital & Content Strategist

YWCA METRO VANCOUVER

Vancouver BC

September '15–September '16

- Responsible for website administration, analytics, and content
- Created digital advertising, traditional marketing, and social media content for programs and services
- Produced online/digital campaigns for advocacy and brand awareness efforts
- Supported online fundraising campaigns with production and communications strategy, increasing 2015 holiday fundraising revenue five-fold
- Executed the organization's content strategy, managing content production and creating, curating, and editing content for social media, print, email communications, and the website
- Worked with clients and program participants to tell success stories through editorial and video
- Awarded 2016 Young Women's Leadership Miles bursary by YWCA Canada

Associate Director, Communications and Development

HUA FOUNDATION

Vancouver BC

January '14–September '15

- Developed programs and communications to build youth civic engagement in ethnic Chinese community in Vancouver
- Designed and executed strategic communications and social media campaigns
- Development management, including event planning, fundraising drives, stewardship, engagement strategy, and grant writing

Production Manager, Editor At Large, Contributing Editor, Board President

SAD MAG

Vancouver BC

April '09–September '10; September '11–present

- Lead strategic direction of organization and fund development through working board of directors
- Published premier issues of arts and culture quarterly magazine for Vancouver's independent creative class; developed editorial mandate and business plan

Photo Editor and PR Coordinator

ECHO MEMOIRS

Vancouver BC

January '12–February '14

- Worked with designer, clients, archives, and stock-image agencies to create visual narratives for custom-published books
- Developed and executed online strategy, marketing, and content for Echomemoirs.com and bentlily.com

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Copy Editor and Lead Researcher

READER'S DIGEST CANADA

Montreal QC

May '10–September '12

- Verified all facts and statements, proper names, dates, and quotations in articles for Reader's Digest Canada magazines
- Copy edited manuscripts for clarity and style

SELECTED VOLUNTEER EXPERIENCE

Board Member, Fundraising Task Force Member

HUB CYCLING

Vancouver BC

May '14–September '16

Project Manager

VANCOUVER CHINATOWN NIGHT MARKET

Vancouver BC

December '12–September '16

Mentor

YWCA HIGH SCHOOL MENTORSHIP PROGRAM

Vancouver BC

February '12–June '16

EDUCATION

SIMON FRASER UNIVERSITY

Vancouver BC

September '09–April '11

Master of Publishing, Faculty of Communication, Art and Technology

- Comprehensive hands-on training in magazine, book, and web publishing
- Earned Kelly Caldwell Award for excellence in publication design

SIMON FRASER UNIVERSITY

Burnaby BC

September '06–April '09

Bachelor of Arts, Faculty of Applied Sciences

Communication Major and English Extended Minor

- Completed Communication Co-operative Education Program

YORK UNIVERSITY

Toronto ON

September '04–May '06

Communication Studies and English

- Awarded Faculty of Arts Sessional Academic Achievement Scholarships