

Blake Z. Rong

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SKILLS

Social: Experienced manager of corporate channels on Facebook, Twitter, Instagram, and LinkedIn.

Journalism: Reported industry news, wrote feature stories, and conducted product reviews in the automotive sphere, both print and online.

Campaigns: Well-versed in directing, launching and managing branded content campaigns for major publications and advertisers.

Languages: Chinese (fluent), French

Software: Adobe Creative Suite (Photoshop, Lightroom, InDesign), Microsoft Office, online content management software (Wordpress, custom CMS)

EDUCATION

Bachelor of Arts: Writing
Syracuse University, Syracuse, NY
Graduated: 2010

Master of Fine Arts: Writing & Publishing
Vermont College of Fine Arts, Montpelier, VT
Est. graduation: Spring 2019

EXPERIENCE

Freelance Editor and Consultant: Blake Z. Rong
Successfully transitioned from editorial to sponsored content for multiple clients. In charge of story pitches, weekly production, and submitting deliverables ahead of time to meet clients' needs. Entrusted by clients to deliver strong and compelling content under deadline, achieved via working with public relations teams, conducting interviews and researching archives.
August 2016 – Present

Contributing Editor: Road & Track Magazine
Managed weekend content for Road & Track's online presence. Wrote and published multiple stories per day. In charge of social media (Twitter, Facebook) to drive rapid and continuous site traffic increases. Built, scheduled, and launched multimedia-driven stories within Hearst's custom CMS.
March 2016 – August 2016

Content Strategist: Rock Candy Media
Created coordinated advertising campaigns on social media for local and national businesses. Managed social media accounts for over 20 brands across Facebook, Twitter, and LinkedIn. Analyzed SEO and keyword data to better drive traffic to clients' websites. Monitored social media activity and responded to customers' messages. Ensured that messaging is coherent with current goals.
January 2016 – March 2016

Curatorial Assistant: Petersen Automotive Museum, Los Angeles
Facilitated inter-museum property loans while securing exciting new acquisitions. With my team, designed and launched over 25 exhibits with 150 vehicles for the museum's 2015 reopening. Assisted in cataloging the museum's extensive library of historical materials. Led research projects, wrote white papers, and participated in exhibit preservation, conservation and restoration efforts.
January 2015 – July 2015

Associate West Coast Editor: Autoweek Magazine
Reported on industry news and product launches under daily deadlines, while respecting press embargoes. Created and edited multimedia automotive feature stories; interviewed industry figures, wrote experiential articles, and explained advanced technologies in layman's terms. While working with fleet management and PR teams, coordinated press vehicle loans of all sizes and prices.
November 2012 – November 2014

Associate Online Editor: Automotive.com
Successfully formulated and executed a strategy to drive traffic to relaunched consumer-focused web site. Repeatedly increased month-over-month web traffic and unique view counts through social media campaigns and compelling content. Compiled and analyzed industry statistics to illustrate emerging industry trends. Wrote articles aimed at consumers making buying decisions.
September 2011 – October 2012