

Grace Tu

[Portfolio](#) | [LinkedIn](#) | bygracetu@gmail.com | (949) 981-3337

Education

Central Saint Martins

Master of Arts in Fashion Journalism

London, United Kingdom

January 2024 – December 2024

University of California, Irvine

Bachelor of Arts in Literary Journalism | Minor in Management

GPA: 3.92, Dean's Honor List for all quarters

Irvine, California

October 2020 – December 2023

Experience

Shanghai Media Group

Production Intern

Shanghai, China

June 2023 – September 2023

- Worked under China Business News (Yicai), editing daily 12PM and 3PM news segments
- Communicated with studios in Beijing and Shenzhen every day, testing audio before programs air
- Conducted research and wrote scripts for guest interview segments on topics such as the financial impacts of El Niño and the intersection of generative AI and animation

60 Seconds Magazine

Fashion Editor

Irvine, California

May 2023 – September 2023

- Oversaw the magazine's fashion section, managing a team of 5 writers while pitching weekly ideas
- Edited weekly articles with attention to grammar, organization, flow, and factual accuracy

Staff Writer

June 2022 – September 2023

- Wrote weekly articles for the Style, Lifestyle, and Hidden Gems sections on topics such as fashion in the metaverse, Chanel's digital strategy, and the rise of the balletcore trend

The New University

Social Media Manager

Irvine, California

June 2022 – June 2023

- Managed social media platforms (Instagram, Twitter, Facebook) and developed social media campaigns, increasing readership and following by 100%
- Created brand guidelines used to represent the newspaper including colors, fonts, and post formats
- Led a team of 10 staff members and interns, training them on content creation and brand management

Staff Writer

December 2021 – June 2023

- Actively pitched and wrote weekly stories that covered a variety of genres in arts and entertainment, including mystery, romance, horror, comedy, and action
- Wrote the first catwalk report in the newspaper's history regarding Balenciaga's SS23 collection

UCI Anthology Yearbook

Content Director

Irvine, California

May 2022 – June 2023

- Led and managed a team of 30 across 6 sections, including Design, Photo, University Life, Copy, Marketing, and Academic/Admin
- Proofread and edited content on all pages before printing, including copy, layout, and photos
- Designed and developed theme packages for "virtual reality" and "record," including initial concepts, themes, colors, fonts, covers, endsheets, design elements, and folios

Skills

Technical: Google Suite, Adobe Creative Suite (Photoshop, Illustrator, InDesign), Microsoft Office (Word, PowerPoint, Excel), Canva, Final Cut Pro

Language: English, Mandarin Chinese, Japanese, French