

Derek Deng

derek.deng@duke.edu

Writing Portfolio: derekdeng.com

EDUCATION

Duke University

Expected Graduation: May 2024

- B.A in Public Policy, with certificate in Journalism | GPA: 3.77/4.00
- Activities: Fall '22 + '23 Exchange Term at University College London, Vox Writer's Workshop Fellow, *Cosmopolitan* Shadowship, L'Oréal Diverse Leaders Fellow, Out4Undergrad Marketing '21, '22, '23

PROFESSIONAL EXPERIENCE

Dot Dash Meredith

New York, NY

Social Media Content Creator @ Byrdie

May 2023 – Present

- Produce, host, & edit daily TikTok, Instagram Reels content in the beauty and fashion niche for following of 680K+
- Coordinate and feature in collaborations with Warby Parker, Tarte, Hourglass, & others to elevate brand awareness

L'Oréal

New York, NY

Digital Marketing Intern @ Kiehl's

June 2023 – August 2023

- Optimized E-Commerce product pages for Sephora, Ulta, Kiehls.com to boost discoverability and conversion rate
- Analyzed search data to identify high opportunity trends, improving organic search ranking across hero products
- Developed ambassador program to leverage user-generated content and reach new consumers across channels

Madhappy

Los Angeles, CA

Social & Editorial Intern

June 2022 – August 2022

- Composed brand copy and managed Instagram & blog content calendars for combined following of 240K+
- Sourced trending content for Madhappy's mental health newsletter, increasing email open rate by 13%

Soko Glam

Remote

Brand Marketing & Editorial Intern @ Then I Met You

September 2021 – December 2021

- Produced content for TIMY's TikTok and Instagram, boosting followers by 30% and global engagement rate by 35%
- Conducted social listening reports to measure customer sentiment and guide paid media targeting + digital content

Hearst Magazines

Santa Monica, CA

Social Media Intern @ Clevver

June 2021 – August 2021

- Curated and created social content for Clevver's TikTok & IG audience of 350K, increasing engagement by 160%
- Pitched and developed daily stories for trending topics in pop culture for Clevver News video content

LEADERSHIP EXPERIENCE

Freelance

Remote

Writer

May 2021 – Present

- Write beauty, culture articles for renowned publications like [Cosmopolitan](#), [NYLON Magazine](#), [Popsugar](#), & more

Duke Chronicle

Durham, NC

Editor-in-Chief, Arts & Culture

August 2021 – Present

- Manage team of 20+ writers at Duke's newspaper, editing stories for grammar, content, & structure
- Proactively pitch and write stories about local arts, campus events, music releases, pop culture, & cultural criticism

Skinfecta

Los Angeles, CA

Co-founder, Creative Director

March 2019 – Present

- Start, build, & manage [website](#) and [Instagram](#) for Skinfecta, a skincare blog about inclusivity in skincare
- Create original UGC short-form video content for social media platforms, reaching 7,000+ users
- Collaborate with brands like Hero Cosmetics and Drunk Elephant on international influencer marketing campaigns

SKILLS AND INTERESTS

- **Languages:** Fluent in English & Mandarin, Proficient in Spanish
- **Skills:** Social Media (TikTok, Snapchat, Instagram, Twitter, Pinterest), Adobe Photoshop, Illustrator, Canva, Microsoft Suite, Google Analytics, Copy Editing, Newswriting, Wordpress, Muckrack, Hootsuite, SEO, content management
- **Interests:** K-beauty, influencer culture, reality TV, intersectionality, Y2K fashion, matcha lattes