

ANDRIA PARK HUYNH

New York City metro area • 862-209-9172 • andriapark@gmail.com
[linkedin.com/in/andriapark](https://www.linkedin.com/in/andriapark) • andriapark.com

WRITER / EDITOR

Experienced researcher, writer, and storyteller with a speciality in creating wellness and lifestyle content for national media outlets and corporate brands.

SKILLS & DIGITAL TOOLS

SEO Writing and Editing • Interviewing • Researching • Newsletter / Email Writing • Social Media Management • Photo / Video Editing • Content Strategy • Basic HTML • AP Style • Digital Marketing Campaigns

Digital Tools: Google Analytics / AdSense • Google Workspace • TweetDeck • Hootsuite • Later • Wordpress • RSuite • Final Cut Pro • ProTools • Adobe Photoshop and Premiere • MailChimp • Constant Contact

MEDIA EXPERIENCE

COPYWRITER, Samsung's Explore by Razorfish, New York, NY
DECEMBER 2018 - PRESENT

Work on the editorial team executing up to 5 pieces of health, wellness, and lifestyle content each week for **Samsung's** content hub Explore, on behalf of Razorfish, one of the world's largest content marketing agencies.

- Pitch, research, and write stories on health, wellness, fitness, and lifestyle, such as "Your Go-To Fitness Motivation Checklist" and "Supercharge Your 30-Minute Yoga Flow with Galaxy" that drive traffic and conversion to Samsung's product offerings.
- Provide final QA copyediting and proofing on 10+ pieces of content a month.
- Curate the editorial calendar according to monthly strategic insights, cultural trends, and client commerce launches.
- Build and update landing pages, such as Wellbeing and Life Hacks on a quarterly basis to reflect the latest content and brand priorities.

Highlight: Interviewed high-profile celebrities within client's influencer roster including Millie Bobby Brown, Steve Aoki, Thom Browne, and more. Article on Millie Bobby Brown's healthy digital habits was the site's second-highest performing article in 2019.

FREELANCE CONTRIBUTOR, Park Editorial Services, NYC metro area
FEBRUARY 2017 - PRESENT

Work on assignment for a variety of national publications, writing and editing long-form and short form articles with a focus on health, wellness, and lifestyle. Clients include **Shine**, **AOL**, **Bar Business magazine**, and more.

WEB EDITOR / PRODUCER, WomenWorking.com, Creative Expansions Inc., New York, NY
MARCH 2017 - NOVEMBER 2018

Led a small team of contributors for this growing startup that empowers women in the workplace by providing them with tips to succeed in their personal and professional lives.

- Conceived, assigned, wrote and/or edited up to 20 original articles a week on a broad range of topics from posture-improving exercises and mood-boosting vitamins to shameless self-promotion and dealing with toxic personalities.
- Co-produced "Unapologetically Honest," a provocative video series featuring millennial women discussing today's social dilemmas around body image, self-care, and bias.

Highlight: Increased the brand's Facebook reach by almost 3M followers within one year and pageviews / unique users by 60%.

ADDITIONAL EXPERIENCE

As Content Coordinator at **Audible** (Amazon), managed 700+ external content partners/vendor relationships • Wrote hyperlocal news articles for **Patch** (AOL) • Started career as an intern at **Viacom** researching slideshow ideas for **TheFABlife** and **BestWeekEver** (VH1); fact-checking celebrity features at **Nylon**; and reporting on business news for SuburbanEssex.com (Vicinity Media Group)

ACTIVITIES & INTERESTS

Co-founder & EIC, Commonwealth of JC for Jersey City creatives (2019-Present) • Video Producer, Downtown Community Church, Jersey City (2018-Present) • Mental health advocate, RYT-certified yogi, psychology nerd, travel enthusiast

EDUCATION

Rutgers University, Newark, NJ — BA in Journalism & Media Studies