

# Carren Jao

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## SUMMARY

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Emmy-nominated journalist and award-winning author who transforms data into compelling stories that reach 130M+ readers across multiple platforms. I bridge editorial excellence with operational efficiency, having delivered double-digit growth for both global brands and media organizations like Unilever and PBS SoCal. My unique strength lies at the intersection of strategic content development and audience-centric execution.

## WORK EXPERIENCE

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**Stacker Media** - newswire and earned distribution platform working with Studio clients and 4,000 publishing sites

### Deputy Managing Editor (Oct 2022 – Apr 2025)

- Direct content strategy reaching 130M+ monthly readers while orchestrating operational improvements across six editorial verticals.
- Transformed freelance network to 100+ active contributors from diverse backgrounds through a human-centric approach that included listening tours, consistent editorial feedback, and strategic talent-to-editorial matching.
- Slashed content production time 30% while enhancing quality through streamlined processes and collaborative editorial approach.
- Performed developmental edits and creative direction on Stacker's most complex pieces, refining story scope and editing data visualizations.
- Mentored team of 8 in-house data editors and reporters.
- Progressed from Senior Editor to Deputy Managing Editor, assuming greater leadership responsibility.

**PBS SoCal** - PBS station and online destination for Southern California, a major media market

### Arts & Culture Section Editor and Digital Producer (Apr 2017 – Oct 2022)

- Earned Emmy nomination while leading cross-platform editorial and content strategy that contributed to PBS SoCal's 24 Emmy Award wins.
- Generated 53% of total site traffic by directing arts coverage across 11 Southern California counties and securing 50+ journalism awards.
- Executed complete website relaunch with revised taxonomy and content migration strategy that boosted user engagement 13%.

### Various publications

#### Independent journalist (Apr 2008 – Apr 2017)

- Published in The New York Times, Los Angeles Times, Entrepreneur, Dwell, Wired UK, and other tier-one media outlets.
- Developed deep expertise in business, technology, urban planning, social responsibility, architecture, and design reporting that bridges technical complexity with compelling human narratives.
- Secured multiple Southern California Journalism and National Arts & Entertainment Journalism awards for feature reporting excellence.

**Unilever** - leading consumer packaged goods company

#### Product Marketing Executive (Oct 2004 – Oct 2009)

- Directed cross-functional teams that revolutionized retail brand experience for Dove, Vaseline, Pond's, Axe, and Rexona in the Asia-Pacific markets.
- Captured 10-point market advantage over Olay by repositioning Pond's within premium anti-aging segment through strategic messaging overhaul.
- Executed business model transformation for Dove Philippines, shifting from media-centric to experience-based strategy that delivered 17% growth.

## **EDUCATION**

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Syracuse University, M.A. Arts Journalism, 2010

Ateneo de Manila University, Cum Laude, B.A. Communications, 2004

## **PROFESSIONAL AWARDS**

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Los Angeles area Emmy, nominated best feature segment (2023)

Los Angeles Press Club SoCal Journalism award, winner (2023), 1st runner up (2021, 2023, 2015)

American Society of Journalists and Authors award, winner (2023)

New Voices Award for children's books by Lee & Low, winner (2023)

National Arts and Entertainment Journalism awards, winner (2022)

## **PROFESSIONAL AFFILIATIONS**

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Asian American Journalists Association, Los Angeles chapter, Board secretary (2022 – present)

Online News Association, member (2020 – present)

News Product Association, member (2020 – present)

Los Angeles Press Club, member (2017 – present)

## **RELEVANT SKILLS**

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Developmental editing, brainstorming, content strategy, cross-functional collaboration, creative direction, community engagement, product management, operations, data analytics, stakeholder communications, digital publishing, team management, and talent acquisition. Adobe Creative Suite, WordPress, Airtable, Smartsheet, ClickUp, Google Analytics, CMS platforms, SEO, Microsoft Office, Slack, Zoom, AI prompt engineering