

Karena Phan

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PROFESSIONAL EXPERIENCE

The Associated Press, Los Angeles, CA — Audience engagement editor

November 2023 - Present

- Utilizes SEO monitoring tools and best practices to optimize articles, leading to increase in search engine visibility and traffic.
- Works with editors on coverage decisions by pitching trending angles around breaking news coverage.
- Creates digital strategy, promotion plans and analytics reports for breaking news, enterprise stories and investigations.
- Manages the AP's presence on social media platforms including Bluesky, Instagram, Facebook, Whatsapp, Reddit, X and Threads. Designs visual graphics and templates to promote AP coverage and stories for social media. Worked with a team to design the social visual templates for the 2024 U.S. elections.
- Curates the AP homepage, ensuring a balanced mix of breaking news, enterprise stories and evergreen content. Works with editors to workshop headlines to increase homepage CTR and draft engaging push notifications. Uses analytics, metrics to make data informed decisions for what goes on site and gets an engagement push.
- Spearheads AP's Reddit strategy. Organizes AP's AMAs, to engage targeted communities and drive awareness to the AP's journalism. Increased reach on Reddit by actively posting with more than 20 million post views in the last year.

Reporter, News Verification November 2021 - November 2023

- Reported on viral misinformation online. Covered multiple beats from a fact-checking angle including politics, climate, health, education and California legislation under deadlines.
- Reported enterprise stories on trending culture stories.
- Collaborated with a team of reporters and editors to deliver accountability-focused reporting and identifies misleading and false narratives online.
- Utilized Crowdtangle, NewsWhip and Google Analytics to identify trending topics on social media and to find misinformation online.

TIME Magazine, New York City, NY —

Editorial Producer, TIME for Kids May 2021 - November 2021

Editorial Assistant, TIME for Kids February 2019 - May 2021

TIME Magazine's educational division, TIME for Kids, is a weekly magazine for students that breaks down current events for the classroom

- Pitched, reported and wrote cover and feature stories for TIME for Kids print edition and TIME.com. Reported on various topics, from science and environmental issues to entertainment.
- Launched the first online application and organized the TFK Kid Reporters Contest.
- Mentored TFK Kid Reporters to write, report stories and appear on camera. Edited Kid Reporter Stories for the magazine and the website.

Pulitzer Center on Crisis Reporting, Washington, D.C. — Intern

August 2018 - January 2019

The Pulitzer Center on Crisis Reporting is a non-profit organization providing grants and supporting independent international journalism.

- Reported on Pulitzer Center events and grantees' speaking events. Wrote promotional stories on grantee reporting and Pulitzer Center events.
- Produced "Meet the Journalist" videos using Adobe Premiere Pro to promote and introduce grantees and their projects.
- Created weekly newsletters and various event announcement campaigns utilizing the email marketing system, MailChimp.

KUCI News Show, Irvine, CA — Marketing Assistant June 2016 - June 2018

News Intern January 2016 - June 2016

KUCI News Radio is a weekly, two-hour local student news program on KUCI 88.9 FM

- Trained a team of interns how to edit audio segments and write news scripts. Created social media presence, branding and initial newsroom structure for the news program.
- Reported on student government news, pop culture, sports, arts and culture.

EDUCATION

University of California, Irvine —

Bachelor of Arts in
Literary Journalism
Class of 2018

SKILLS

Adobe: Audition,
Photoshop, InDesign,
InCopy, Premiere

Audience insights and
SEO: Google Analytics,
Google Trends,
TrueAnthem, HootSuite,
Sprout Social, Parse.ly,
Cision, Taboola,
Trisolute Newsdash,
Newswhip

CMS and Design:
WordPress CMS, Canva,
Figma, Wix,
Squarespace, Drupal,
Brightspot CMS,
Mailchimp, Sailthru,
Beginner in HTML and
Python.

Misc: Trello, Slack,
Asana, Final Cut Pro, AP
Style, Cloud-based
resources such as STFP,
DAM - Woodwing
Assets, Salesforce

OTHER EXPERIENCES

AAJA VOICES 2023

Editor/Mentor
A journalism fellowship
and mentorship program
for college journalists.

**KUCI Phangirl and
Binging Public Affairs**
Talk Show Host and
Writer

April 2016 – June 2016
Directed and created a
radio talk show about pop
culture news.

**UCI Beall Applied
Innovation, Marketing
& Communications**
Intern

April 2016 – June 2018
Reported stories for the
quarterly magazine
such as profiles with
UCI entrepreneurs and
stories on business and
technology events.