

# Kevin Lu

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## PROFESSIONAL EXPERIENCE

### Upstate United FC

Club Journalist-Syracuse, NY

January 2025-June 2025

Write and publish engaging feature stories that highlight the personal journeys, challenges, and achievements of Upstate United FC athletes • Provide coverage of UUFC's 2025 UPSL Division 1 Season, delivering insights and updates on team performance and milestones

### The Daily Orange

Sports Writer-Syracuse, NY

August 2022-May 2025

• Cover Syracuse University's track and field, women's soccer, softball and high school sports within the Section III • Arrange interviews with athletes and coaching staff and write feature stories • Fact-check articles written by other sports writers in AP Style • Wrote 70 bylines across a wide range of sports coverage.

### All Sports Television Network

Sports Journalist-New York, NY

October 2024-December 2024

Reported and produced timely sports coverage for broadcast and digital platforms • Wrote scripts and edited videos to deliver polished, broadcast-ready segments

### Guangzhou Daily

Sports Journalist-Guangzhou, China

June 2024-August 2024

Covered Chinese professional soccer matches, including League 1 and League 2 games, within the local region • Produced in-depth soccer features focusing on professional athletes, school players, and grassroots soccer development in rural areas of Guangdong Province.

## EXTRACURRICULAR ACTIVITIES

### Freelance Sports Writer

Remote/Hybrid

February 2024-Present

Wrote match analyses and features on Liverpool FC for Fansided • Covered The Basketball Tournament (TBT) 2025 with 10 bylines for FingerLakes1.com • Reported basketball news and wrote in-depth analysis for “ChiCitySports” and “LastWordOnSports” • Covered Northwestern University sports for “Inside NU”

### WeMedia Lab

Social Media Director-Syracuse, NY

October 2021-June 2024

Managed official social accounts on Instagram, Weibo, RedNote and LinkedIn, arranging weekly posts and engaging with audiences • Collaborated with the Editorial Department on campaigns and contributed articles to WeChat Subscription

### The NewsHouse.com

Digital Producer-Syracuse, NY

February 2023-May 2025

• Cover Syracuse University's Women's tennis team for its 2023 season • Contribute stories featured on the website for the MND 505 capstone class, which includes the final-project feature on SU Club Boxing team and co-bylined investigative piece on the New York State Police's use of force

## Education

Syracuse University | S.I. Newhouse School of Public Communication

B.S. Magazine, News and Digital Journalism – May 2025

Northwestern University | Medill School of Journalism, Media, Integrated Marketing Communications

M.S. Sports Media-- August 2026

## SKILLS

• Sports Writing, Feature Writing, News Writing, Copy Editing, Video Editing, Social Media Management