

CHRISTOPHER LUU

christopherrluu@gmail.com | 714-362-1193

WORK EXPERIENCE

BBC.com | Special Projects Editor | Nov. 2024-Mar. 2026

- Worked across various BBC.com features verticals to ensure timely delivery of assets in keeping with company style and standards.
- Established and implemented new workflow processes to support major tentpole events such as Places to Travel, podcast and editorial integration, and cultural events such as museum openings and movies/television premieres.
- Copy edited and strategized with the social media team to ensure copy and imagery met editorial standards and the in-house BBC.com style guide.

InStyle.com | Senior News Editor | Sept. 2018–Nov. 2024

- Managed a team of four writers and contributed to the entertainment news and fashion verticals.
- Personally wrote and edited content that drove more than 3 million unique pageviews per month. The News team consistently produced more than 700 stories per quarter with more than 10 million unique pageviews per month.
- Incorporated SEO best practices and worked in tandem with the social media team to ensure stories had the largest reach possible across multiple platforms.
- Conceptualized and implemented tentpole features, including a focus on diversity and AAPI coverage. Spearheaded awards season and expanded the brand to include more sports coverage.

Preferred Hotels & Resorts and Beyond Green | Manager, Digital Content | Sept. 2018–Mar. 2021

- Managing PreferredHotels.com, including imagery and copy for more than 650 properties.
- Creating a polishing two unique brand and style guides for Preferred Hotels and Beyond Green, a subsidiary eco-focused travel company.
- Working with in-house and freelance writers and a social media team to maintain and promote the website and its accompanying blog. Optimizing and refreshing existing content for SEO.

L'Oreal and Urban Decay Cosmetics | Content Editor | Jan. 2018–Sept. 2018

- Crafting and proofreading web, email content, print collateral, special projects and store displays.
- Maintaining brand consistency across multiple platforms, including video and social media.
- Working closely with copywriters and graphic designers to keep branding consistent and focused.

Refinery29 | Content Editor, Trending Writer | Mar. 2015–Dec. 2017

- Copy editing posts across all verticals with a focus on special projects and marketing material.
- Writing trending stories under tight deadlines and optimizing content for SEO and shareability.

EDUCATION

Chapman University, Orange, CA | Graduated 2006

Bachelor of Arts in English

SPECIAL SKILLS

Editing with a meticulous eye while priding myself on meeting deadlines and consistently meeting goals. Working with complex and unique style guides to ensure consistency in brand voice across publishing platforms. Championing diversity and inclusion. Continuously learning and adapting to changes with SEO, analytics, and online publishing trends.