LEE H.Y.

leehy.hyleeeee@gmail.com
Hong Kong

SKILLS

- **Content & Editorial**
  - Content Planning
  - Writing & Editing
  - Research & Fact-checking
  - Digital Publishing
  - Audience Insights
- **Tools**
  - MS Office
  - Adobe Photoshop
  - Adobe InDesign
  - Canva

LANGUAGES

- Cantonese (Native)
- Mandarin Chinese (Fluent)
- English (Proficient)

EDUCATION

B.A. in Liberal and Cultural Studies
Hong Kong Baptist University | Sept 2010 - Aug 2012

Associate Degree of Arts in Cultural Studies
CUHK-TWGHs Community College |
Sept 2008 - Aug 2010

SUMMARY

Content editor with over 10 years of experience in journalism and digital publishing. Skilled in researching, writing and editing news and features, turning information into clear, accessible content and using audience insights to guide content planning.

WORK EXPERIENCE

EDITOR (Entertainment News)
Sing Tao News Corporation Limited | Sept 2022 - July 2024

- Researched, wrote and edited entertainment news and feature stories, and reviewed content submitted by reporters and contributors.
- Planned and developed content for the entertainment section, which regularly accounted for over 40% of total website traffic.
- Selected and prioritised stories, planned push notifications and developed follow-up coverage, drawing on editorial judgement, website traffic data and online trends.
- Published and updated articles using a CMS, and selected entertainment stories for designated homepage slots.
- Applied basic on-page SEO practices to digital news content.

EDITOR
One Pao (壹報), Big Water Culture | Aug 2021 - Dec 2021

- Wrote and edited daily entertainment news and feature stories.
- Developed story angles and headlines based on audience interests and trending topics.
- Planned and managed social media content, including post selection and publishing.

LEE H.Y.

leehy.hyleeeee@gmail.com
Hong Kong

PROFESSIONAL DEVELOPMENT

Fundamentals of Digital Marketing | Google | 2026

Content Marketing Certificate | HubSpot | 2026

AEO Certificate | HubSpot | 2026

DATE AVAILABLE

Immediately

WORK EXPERIENCE

SUB-EDITOR (Entertainment News)

Apple Daily (蘋果日報) | Sept 2017 - June 2021

- Pitched story ideas and developed content angles for entertainment coverage.
- Edited and refined articles under tight daily deadlines.
- Collaborated with reporters, photographers and designers throughout the editorial production process.

EDITOR (Entertainment News)

Sing Pao (成報) | Dec 2013 - May 2017

- Wrote and edited entertainment news and feature stories for print publications.
- Coordinated weekly magazine production, including content editing and proofreading.

EDITOR (Local News)

Sing Pao (成報) | Aug 2012 - Aug 2013

- Edited and proofread local news articles and completed newspaper pages before printing.