CHARLENE LIN

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EDUCATIONAL BACKGROUND

Columbia University – Graduate School of Journalism, M.S. in Data Journalism New York, NY | August 2024
- Admitted with scholarships; Honors-in-class awarded in data & investigative reporting
- Blended data analytics and visualization in Excel, Python, and R with insightful reporting to enhance story depth
- Covered topics focusing on consumer protection, including Paris metro scams, digital mental health app scams, fertility fraud in sperm/egg donation, and their advertising approaches on social media platforms

National Taiwan University (NTU), B.B.A. in International Business   Taipei, Taiwan | June 2022
- Completed coursework in economics, accounting, money & banking, corporate strategy, and statistics
- Sociology minor with focus on international development, social psychology, migration, and peace studies

WORK EXPERIENCE

Analyst (Chinese Disinformation Reporter), NewsGuard   Sep. 2024 - Present | New York, NY

NewsGuard provides data, analysis and journalism that helps enterprises identify reliable information online.
- Write for NewsGuard's *State Risk Briefing* focusing on Chinese disinformation and influence state operations
- Researched and reported for the *Misinformation Fingerprints* project by identifying patterns of disinformation
- Utilized AI tools to uncover disinformation trends and generate quantitative and qualitative insights

Research Assistant, McKinsey & Company   Aug. 2022 - June 2023 | Taipei, Taiwan
- Researched and synthesized market trends and competitive dynamics in electronics, energy, and pharmaceutical industries leveraging sources including public records, financial filings, proprietary data, and news databases
- Analyzed data and broke down problems strategically to deliver insights and inform clients' business strategies
- Produced internal newsletters covering key news on financial institutions, tech, and client market positioning

Digital & Social Media Marketing Specialist, beBit Inc.   July 2021 - Feb. 2022 | Taipei, Taiwan

beBit is a Japanese management consulting firm focusing on customer experience (CX) and user-centered design.
- Developed content strategy and incorporated insights into B2B marketing content on five social media channels
- Independently managed digital advertising, conducted A/B testing, and crafted SEO/SEM into copywriting
- Used media analytics data to refine B2B marketing strategies, improving interaction on digital platforms

Foreign News Intern, Unique Business News   Aug. 2020 - Sept. 2020 | Taipei, Taiwan

Unique Business News is Taiwan's leading and longest-running broadcaster dedicated to business news.
- Researched and produced on-air pieces with video, anchor script, and sound bites at the foreign news desk
- Translated information from English/Japanese/Cantonese to Mandarin for news clip use

SKILLS & MULTI-PLATFORM EXPERIENCE

Languages: Mandarin, Taiwanese (native), Japanese (advanced), Cantonese, French (reading proficiency)
Data skills: Data analytics with Excel, Python, SQL, and R; financial research with Factiva and Bloomberg
Multiplatform experiences across social media, broadcast, web, and newsletters; proficiency with CMS tools including WordPress and Mailchimp, and social listening tool Meltwater; visual storytelling with Canva and Datawrapper