# Lena Wu

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Fashion and editorial professional with expertise in brand storytelling, social media strategy, and content creation. Proven ability to lead cross-functional projects, manage multi-platform campaigns, and produce compelling digital content that drives engagement. Proficient in Canva, Adobe Creative Suite, video/photo editing, and content analytics.

## Experience

**The New School – New York, NY**

*Content Creator, Admission Communications* | September *2025 – Present*

- Develop multimedia content to promote the school to prospective students and families across digital platforms.
- Produce short-form video, photography, blogs, and social media campaigns using Canva and Adobe Creative Suite.
- Capture high-quality visuals at admissions events and campus activities, authentically representing student life.
- Write blog articles and social copies aligned with The New School's brand tone and messaging.
- Track and analyze content performance metrics to optimize strategy and engagement.
- Collaborate with cross-functional teams in planning meetings to maintain brand consistency.

**Scarlette Magazine – Columbus, OH**

*President, Creative Director & Editor-in-Chief* | *August 2022 – Oct 2023*

- Led a 50+ member team to produce original content with a focus on fashion, culture, and lifestyle.
- Directed creative projects across print and digital platforms, managing budgets, timelines, and deliverables.
- Oversaw editorial content from concept to publication, ensuring high quality and alignment with brand identity.
- Coordinated content shoots, social campaigns, and events in partnership with local organizations.
- Maintained editorial calendars and supervised communication between departments and stakeholders.

**Fashion Production Association – Columbus, OH**

*Designer* | *August 2022 – Sep 2023*

- Designed and produced fashion looks for runway events, aligning with seasonal trends and themes.
- Managed timelines and production logistics for a major spring fashion show.
- Researched fashion industry trends and translated findings into original design concepts.

**The Ohio State University – Columbus, OH**

*Undergraduate Research Assistant* | *August 2022 – May 2023*

- Supported research on the relationship between gun violence and empathy through data analysis and interviews.
- Collected and interpreted qualitative and quantitative data, maintaining confidentiality and ethical standards.

## Education

**The New School – Parsons School of Design** | *New York, NY*

AAS in Design | *Expected Spring 2027*

**The Ohio State University** | *Columbus, OH*

B.A. in Communications, Minor in Fashion & Retail Studies | *Magna Cum Laude, Aug 2023*

**Menéndez Pelayo International University** – Barcelona, Spain | *May – Jul 2022*

**University of the Arts: London College of Fashion** – London, UK | *Jan – May 2022*

## Skills

Content Creation · Social Media Strategy · Video & Photo Editing · Canva · Adobe Creative Suite · Project Management · Content Analytics · Trend Research · Cross-Functional Collaboration