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shantilalee.com

Shantila Lee

Journalist with 12 years' experience, a Master's in Journalism from NYU, and a proven digital acumen. Skilled in shaping cultural insights into editorial strategies that drive engagement and revenue across fashion and beauty markets. Granted U.S. O-1 (Extraordinary Ability) visa from 2022 to 2025.

EXPERIENCE

New York City | Aug 2022 – Jul 2024

Freelance Journalist

Wrote features for various digital platforms; took a career break for family care.

New York City | Nov 2021 – Jan 2022

Commerce Writer (Contract), StyleCaster

- Wrote 2-3 commerce articles daily; contract extended by EIC for standout work.
- › Wove engaging narratives and distinct editorial angles into every shopping story.
 - › Hit record-high affiliate revenue with Baccarat Rouge 540 'hair mist hack' piece.
 - › Grew fluency in Google Analytics and affiliate platforms like Skimlinks, Rakuten.

New York City | Jan 2021 – Jan 2022

Senior Writer, Straus News

- Covered community, food, and human interest stories under EIC Alexis Gelber.
- › Delivered intricately reported features that packed context and emotional depth.
 - › Diligently procured untapped sources and sought statements from the NYPD.
 - › Dominique Ansel interview on new Flatiron bakery was most-read for 6 weeks.

Kuala Lumpur | Oct 2017 – Jun 2019

Contributing Editor, Marie Claire & Harper's Bazaar Malaysia

Contributed features, fashion week beauty trend reports, and commerce stories.

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Kuala Lumpur | Sept 2015 – Sept 2017

Web Editor, ELLE Malaysia

Led team of 3 writers, created plans for tentpole events, oversaw daily content.

- › Spearheaded multimedia strategy, producing 20+ beauty routine, how-to videos.
- › Drove 55% increase in site traffic by leveraging social media trends for content.
- › Initiated cross-platform content by extending print stories with vids/affiliate links.

Kuala Lumpur | Nov 2010 – Aug 2015

Beauty Writer, Marie Claire Malaysia

Styled editorials, managed 8 large-scale projects, covered global fashion weeks.

- › Secured \$38k in revenue from beauty awards with brand-exclusive affiliate links.
- › Tapped by Clarins, YSL for consulting; featured in *Marie Claire U.S.* May 2013.
- › Introduced new embracing diversity vertical to shift discourse on empowerment.

Melbourne | Aug 2005 – Oct 2010

Associate Director, websitegurus Australia

Devised client e-commerce growth strategies, set record of 7 website sales in a week, and developed content selection interface that generated \$170k in profit.

EDUCATION

New York University, Dec 2020

Master of Arts in Journalism

Magazine & Digital Storytelling, cGPA 3.87

University of Sydney, May 2005

Bachelor of Science in Information Systems

SKILLS

Editorial

editing, proofreading,
research, creative
ideation, fact-checking

Web

Google Analytics, tags,
SEO, CMS, HTML,
CSS, socmed strategy

Tech

graphic design, data
analysis, video + audio
editing, e-commerce

REFERENCES

Available upon request from:

Alana Peden, Editor-in-Chief, StyleCaster

Alexis Gelber, former Editor-in-Chief, Straus News; Professor at NYU

Devin Gordon, former Executive Editor, GQ; Professor at NYU