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# 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