

# LAURA LI

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Portfolio: [lauraxli.com](http://lauraxli.com)

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**University of Missouri-Columbia**  
Bachelor of Arts in Journalism '11

**New York University**  
Master of Arts in Journalism '14

## Copy Editor at Travelzoo *from June 2016*

- Responsible for editing all content published on the U.S. website (local, entertainment, cruise, hotel, vacation and airfare) as well as marketing emails, blog posts and press releases
- Work closely with both the publishing and production teams
- Oversee content before publish as last line of defense and provide ongoing revisions as needed
- Read copy from the perspective of a customer, implementing the Travelzoo mantra of putting our members first
- Fact-check all sources, quotes, awards and claims mentioned in copy
- Recommend formatting changes based on ease of readability
- Own the company style guide by updating, managing and disseminating new guidelines to our production and publishing teams
- Train new writers in both Travelzoo and AP Style: an hourlong presentation, 1-on-1 writing practice and constant, detailed feedback on actual copy

## Senior Copy Editor at AList Magazine *from May 2012*

- Responsible for copy editing all articles for the quarterly digital publication
- Voluntary part-time role directly under the Managing Editor
- Reported and wrote profiles on artists (actor Jake Choi), executives (Sophia Tong of Gamesradar) and politicians (Congresswoman Grace Meng)
- Started as a contributing writer when the magazine launched; shortly proved myself as an adept editor and soon became the publication's first copy editor

## Content Writer at FarePortal *July 2014 to August 2015*

- Wrote, researched and edited destination and airport landing pages for CheapOair.com
- Pitched and wrote travel content for CheapOair's [Miles Away blog](#)
- Composed daily airfare marketing emails and infographic content
- Trained and edited content from a small team of writers in our India office; English was their second language, so the copy they wrote for landing pages required close scrutiny

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## Skills

AP Style, HTML, Wordpress, Salesforce, Basecamp, Adobe InDesign and Photoshop