

LAURA LI

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Certified Associate in Project Management (CAPM)

Project Management Institute (PMI)

New York University

Master of Arts in Journalism

University of Missouri-Columbia

Bachelor of Arts in Journalism

Skills

Communication, organization, time management, problem solving, attention to detail

Travelzoo

Senior Copy Editor *from November 2018 to August 2020*

- Worked closely with both the publishing and production teams as the point person for overseeing copy quality and accuracy of all content published on the U.S. website. Content included local, entertainment, cruise, hotel, vacation packages and airfare as well as marketing emails, blog posts and press releases, culminating in at least 200 pieces of copy per week
- Led monthly copy meetings for copy editors, publishing team members and manager to discuss best practices and propose style updates. I kept meeting minutes and delegated tasks as needed
- Created and executed strategies to implement company-wide style changes. When the CEO asked for a long-overdue change in punctuation that would affect all verticals, I troubleshooted the update with a senior producer, pushed out a notification to all North American production and publishing teams, and followed up with writers of all levels to fix new and old copy
- Managed freelancers within editorial department, providing mentorship, strategic planning and ensuring alignment on quality of work
- Onboarded and trained new hires; developed presentation on best practices, role alignments and exercises related to copy feedback

Copy Editor *from June 2016 to November 2018*

- Oversaw content before publish as last line of defense and provide ongoing revisions as needed. When I started at Travelzoo, all copy edit submissions were done through email, which was very hard to track; I helped move the process to Salesforce to streamline the operation and keep a better paper trail
- Suggested workarounds and compromises when working with clients; our larger accounts, like Disney and Cirque du Soleil, want us to publish their press releases word for word, and I worked with the producer to edit the copy to fit Travelzoo's more conversational voice while still keeping the client happy
- Owned the Travelzoo style guide by updating, managing and disseminating new guidelines to our production and publishing teams; the company style guide includes over a hundred custom entries covering restaurant terms, client specifics, grammar reminders and formatting tips

FarePortal

Content Writer *from 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