

CONTACT ME

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EDUCATION

Georgetown University
Psychology Major, Journalism Minor
2017-2021

Cum Laude (3.89 GPA)

Psi Chi Member, International Honor Society in Psychology

SKILLS

Reporting Beats

Health and Wellness

Entertainment

Lifestyle & Beauty

Travel

Fashion

Other skills

Audience engagement and SEO

Social Media Managing

AP Style

Microsoft Excel

Taboola

Jenna Ryu

WORK EXPERIENCE

Wellness Reporter, USA TODAY Nov. 2021-present

Previously: Reporting fellow (June - Nov 2021)

- Reporting on mental health, relationships, sexual health, culture and more. My stories about beauty standards, narcissism and trauma remain top drivers to internet traffic from Wellness
- #1 author bringing in subscribers during 2021 (403 subs) and 2022 (591 subs) Digital All Access sales
- Media appearances on "[Good Morning America](#)" and SiriusXM's "[Mornings with Zerlina Maxwell](#)"
- Analyze trends, audience engagement and search engine optimization for competitors
- Contribute to USA TODAY's "[This is America](#)" newsletter centered on race and identity to candidly discuss my experiences as an Asian American, and our Wellness newsletter, "Keeping it Together"

Life, Travel & Entertainment Intern, USA TODAY 2020-2021

- Reported stories for print and online that spanned all areas of entertainment and filed quick turnaround posts for trending and breaking news
- My real-time coverage of "Saturday Night Live!" garnered over 4 million page views overnight
- Managed and wrote social media posts for USA TODAY Life with Social News Desk, Facebook Creator Studio, more
- Interviewed high-profile figures including Ambassador Susan Rice, Rob Lowe, Steven Yeun, Katie Couric, more

Psychology Research Assistant, Georgetown University 2019-2021

- Published research author in The Official Journal of the International Congress of Infant Studies (doi: <http://doi.org/10.1111/infa.12491>)
- Conducted hands-on research and senior honors thesis with Dr. Rachel Barr to study how pre-verbal children transfer learning
- Used Ruby Script, Datavyu, SPSS and R for statistical analyses

Journalism Minor Program Assistant, Georgetown University 2019-2021

- Increased apply rates for Journalism minor 35% by re-organizing home page with WordPress, planning and marketing career workshops and boosting social media engagement with students on Twitter and Facebook

Blog Senior Editor, The Hoya 2018-2019

- Oversaw day-to-day content of [The Fourth Edition](#), the online blog of Georgetown University's oldest newspaper covering campus lifestyle, fashion and more lighthearted content for students
- Focused on developing, training and maintaining a diverse staff
- Led weekly budget meetings and developed original content in consultation with News, Sports, Opinion and Guide editors

Clinical Psychology Research Intern, UCLA 2019

- Contributed to data collection process for studies aiming to understand and improve community integration for homeless and recently-housed veterans in West LA.
- Administered social, cognitive and neuropsychological tests to individuals with schizophrenia, schizoaffective disorder, bipolar disorder, neurotypical controls and first-episode patients (PI: [Dr. Michael Green](#))