

Chau (Cecilia) Le

2901 Stadium Drive, TCU Box 294638
Fort Worth, TX 76129

(682) 372-4428
ceciliaa.0729@gmail.com

EDUCATION

Texas Christian University, Bob Schieffer College of Communication – GPA: 3.73 **Fort Worth, TX**

Bachelor of Arts in Journalism

Expected Graduation: May 2025

- Minor in Criminal Justice

WORK EXPERIENCE

TCU 360

Fort Worth, TX

Copy Desk Chief

January 2024 – Present

- Oversee a team of 24 copy editors, providing mentorship and guidance while cultivating an inclusive and welcoming newsroom culture
- Accurately proofread and edit all content before publication, maintaining high-quality copy editing of all content including articles, graphics, and cutlines
- Schedule and assign copy editors to shifts and on-call slots while ensuring all deadlines are met and work meets minimum publication standards, leading to a 5% increase in publishing output

Staff Reporter

August 2023 – Present

- Perform in-depth research by identifying relevant sources, interviewing subjects, and analyzing facts to provide accurate, credible news coverage
- Write one to two articles every week covering a wide range of topics including campus news, local events, and international politics
- Effectively promote articles through social media, significantly boosting readership and engagement

The Leap & Unscripted Field Reporter and Crew Member

August 2022 – Present

- Pitch stories, fact-check, and write scripts for the two most-viewed shows on TCU 360
- Assist in weekly show production including editing b-roll packages and segment intros using Adobe Premiere and/or Final Cut Pro and operating studio cameras, teleprompter, and tricastor
- Work as a field reporter and conduct MOS interviews with students about pop culture and sports news

TCU Magazine

Fort Worth, TX

Editorial Intern

January 2024 – Present

- Pitch, research, and write news stories and feature articles for a quarterly print publication and digital platform that has an audience of over 100,000 alumni and parent readers
- Collaborate with team members to promote published stories by generating social media ideas and multimedia elements, contributing to a 10% increase in website traffic and 15% increase in subscriptions

TCU Athletics

Fort Worth, TX

Creative Content Intern

August 2023 – Present

- Proficiently operate video board computers and manage replay and tricastor equipment to produce engaging in-game elements
- Collaborate with creative team to produce engaging short-form video content for display on arena video boards including graphics, player highlights, fan cams, and animated segments

LEADERSHIP & COMMUNITY EXPERIENCE

Phi Mu Fraternity | Epsilon Iota Chapter – Member of Sisterhood Committee

September 2023 – Present

Vietnamese Student Association at TCU – VP of Public Relations

October 2022 – May 2023

- Managed branding and designed graphics and flyers using Adobe Illustrator & Canva to advertise events
- Developed comprehensive PR strategies to promote the “Amazing Vietnam 2023: Alo” event to TCU students and local community, leading to a 10% increase in tickets sold compared to the previous year

RELEVANT SKILLS

Skills: Graphic Design (Adobe Photoshop, Canva, Adobe Creative Suite), Proficient Video Editing (Adobe Premiere, Final Cut Pro), Social Media Analytics (Parse.ly), WordPress, AP Style Proficient