

# JANET LIAO

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## WHO I AM

Content strategist who provides insight and solutions to organizations seeking to build audience engagement through news and information. Demonstrated experience in developing strategic partnerships with journalism and news organizations. View work samples at [www.janetliao.com](http://www.janetliao.com).

## WHAT I DO

- Program development
- Project management
- Program evaluation
- Web content management
- Integrated content strategy
- Social media and digital tools
- Newswriting and editing
- Community and audience building
- Marketing and web copywriting

## PROFESSIONAL EXPERIENCE

**McCormick Foundation** | Chicago, IL  
*Journalism Program Officer*

May '09 — Present

- Build long-term relationships with more than ninety top-tier news, journalism training and university partners; provide strategic advice and technical support that generates \$6 million in annual journalism-related grant investments.
- Contributed to the launch of a \$1.5 million audience-building and news literacy initiative, which engaged more than 10,000 Chicago high school students in journalism training and media programs in 2010.
- Worked in partnership with Poynter News University staff on the digital expansion of a McCormick journalism seminar series to create a scalable platform for online journalism training, reaching more than 170,000 users.
- Plan and execute evaluation projects; developed progress indicators, targets and grantee survey instruments that are used as a model for other departments.
- Led the implementation of digital program assessment and grant making application processes, which saves the foundation \$30,000 annually.
- Develop quarterly and annual program and financial reports for Board of Directors.

**Chicago Women in Philanthropy** | Chicago, IL  
*Board Member, Communications Co-chair and Board Co-Chair Elect*

August '09 — Present

- Led six team members in the development of a new website and brand redesign to engage women professionals between the ages of 25-34; increased active Facebook users by 40% during the first three months of the site's launch.
- Contributed to the development of an online membership and event payment system that provides a faster and more convenient registration experience for users.
- Developed an integrated content strategy that leverages e-newsletters, social media, blog posts and print publications; efforts resulted in the increased visibility of the organization and reached more than 1,000 Chicago-area philanthropic and non-profit leaders.
- Created internal processes for communications procedures, including a training manual to help familiarize board of directors and committee members with new social media and collaborative digital platforms.

**Imagination Publishing** | Chicago, IL

October '06 — May '09

*Editor for Wells Fargo Small Business Marketing and Chick-fil-A Inc.*

- Cultivated strategic partnerships with Fortune 500 clients and national associations by delivering integrated custom content across multiple platforms, including print, digital, social media, events and marketing.
- Promoted to small business editor and project manager of Wells Fargo Bank, the company's largest and most visible account (\$1 million+ in annual revenue), within seven months of hire.
- Launched a series of instructional videos and webcasts, as part of the Wells Fargo Small Business Insight Series, an online video resource library for small business owners.
- Produced content for a 60-minute credit practices webcast, which won the 2008 W3 (Websites, Web Advertising and Web Videos) Award and 2008 Davey Award (Gold).
- Led the content and audience engagement strategy for Chick-fil-A Marketing, the department's second largest account; efforts generated 25% additional new business for the \$800,000 account and jumpstarted the launch of a new leadership magazine and online portal.

#### EDUCATION

**DePaul University**

*Project Management Certificate Program*

Expected December '12

Chicago, IL

**Medill School of Journalism, Northwestern University**

*Masters of Science in Journalism*

August '06

Evanston, IL

**Beijing Language and Culture University**

*Certificate for Quasi-Advanced Chinese Training*

July '05

Beijing, China

**Cornell University, College of Arts and Sciences**

*Bachelor of Arts in English with Distinction in all Subjects*

May '04

Ithaca, NY

#### AWARDS, SERVICE & SKILLS

- **Awards:** McCormick Tribune Scholar 2005-06 (full-tuition scholarship for leadership potential in journalism), Chinese Cultural Scholarship 2004 (full-tuition for Mandarin language study in Beijing), *Cornell Daily Sun* Beat Writer of the Year 2003
- **Advisory Boards & Committees ('09-present):** Youth Media Reporter Advisory Board Member, J-Lab New Media Women Entrepreneurs Advisory Board Member, Chicago Asian Giving Circle Grantmaking Committee Member, Donors Forum Youth Task Force & Peer Network Member, Non-profit Technology Network
- **Languages:** Proficiency in Mandarin and Spanish | Conversational Taiwanese
- **Computer Skills:** Microsoft Office Suite | Basic knowledge of HTML