**MONICA LUHAR**

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**Summary:** A detail-oriented copywriter, blogger, and educator with experience writing content for digital, print, and TV media for NBC News, KCET, and other news outlets. Seeking a career utilizing my strengths in ecommerce copywriting, content writing, and communication.

**Core Competencies and Achievements:**

* Digital media, newsgathering, blogging, and content curation
* Copywriting (product descriptions, ghostwriting, blogging, ecommerce web copy); digital marketing
* Nominated as finalist for LA Press Club Awards for NBC News digital story: “The Donut Man” (2018)
* Digital producer/site editor for 2 seasons of KCET’s Emmy award-winning TV show, *“SoCal Connected”*
* Produced viral digital story for VICE’s health vertical on sexual consent education; Produced viral NBC News story on API teen advocate for women’s rights (shared with millions on NBC News FB page)
* Produced NBC News Instagram Live packages for Asian American Pacific Heritage Month and Rose Parade

**Experience:**

**Monica Luhar**

**Los Angeles, CA**

***Copywriter/Communications Consultant* May** **2020-present**

* Collaborate with career coaching agency to review assessment intakes from clients; write/edit resumes and format resumes and cover letters to meet ATS standards; conduct career industry and job description research while optimizing and editing all copy
* Produce general copy for instruction manuals, product descriptions, and ad copy for clients in the ecommerce space, weddings and photography, local beverage shops, and more: monicaluhar.com
* Conduct interviews, write and report features highlighting women entrepreneurs and mental health advocates on blog, morningswithmoni.com

**Absolute Web**

**Century City, CA**

***Creative Copywriter* July** **2019-May** **2020**

* Researched and produced creative and engaging copy for emails, websites, voiceover scripts, social media; produced copy for blogs, banners, brand messaging, and other marketing material for 20+ ecommerce clients
* Utilized SEO practices and produced meta descriptions for landing pages, category pages, summaries
* Researched and wrote copy on ecommerce, digital media, software solutions, and brand strategy for internal blog; produced several long-term projects, including a comprehensive ecommerce guide and ecommerce and digital marketing conferences round-up

**San Marino Unified School District, El Monte Union High School District**

**San Gabriel Valley, CA**

***Substitute Teacher* January 2019-present**

* Provide quality instruction and educational support to students in grades K-12
* Create a supportive learning environment for all students in classroom sizes of 35+

**NBC** **News** **Digital**

**Universal City, CA**

***Digital Journalist*  July** **2014-August 2018**

* Pitched and reported 100+ original news and feature articles for national diversity media platforms covering LGBTQ, Latino, and Asian-American Pacific Islander communities; Utilized creating thinking and strong news judgment skills for high-profile interviews

**UC Irvine, VICE, LA Weekly, Hellogiggles**

**Los Angeles, CA**

***Freelance Writer/Journalist* March 2017-July 2018**

* Produced press releases and wrote articles profiling philosophy and English professors in the field of humanities for the University of California, Irvine, School of Humanities
* Wrote and produced articles and originally reported features for VICE’s digital verticals, Tonic and Broadly

**KCET TV**

**Burbank, CA**

***Digital Producer, Site and Social Media Editor***  **May** **2014-December** **2016**

* Managed digital content operations for Emmy award-winning newsmagazine TV show, *“SoCal Connected”*
* Produced and managed social media accounts, website, TV show copy, and show calendar
* Reported 60+ articles on CA legislation and produced content to support broadcast episodes; collaborated with PR and communications department on promotional material
* Uploaded/transcribed TV segments and added closed captioning; part of several large-scale funded digital projects: California Coastal Trail, Urban Farming, Tree Canopies, Ballot Brief

**Education:** **University of California, Irvine** – B.A. Literary Journalism **September 2007-June 2011**