

ANIKA LJUNG

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WORK EXPERIENCE

PEOPLE Magazine

Feb. 2025 - Present

Digital Producer

- Lead StyleWatch: On Trend, a weekly app-exclusive segment on the latest celebrity fashion trends
- Pitch, write, interview and source multimedia; produce six to 10 stories daily including style, news and evergreen content; work cross-functionally with photo, video, design and marketing departments
- Part of the PEOPLE App launch team; cover live events including award shows and red carpets

Contributing Fashion Writer

Sept. 2021 - Present

- Bylines in Women's Wear Daily, InStyle, Travel & Leisure, The Zoe Report, V Magazine, V MAN, CR Fashion Book, Slam, Footwear News, Galia Lahav, Brides and more
- Consistently pitch, research, interview, write and edit pieces ranging from e-commerce to trend stories to feature profiles; attend press appointments and industry events, including NYFW
- Built and maintained a vast network of fashion industry professionals including designers, stylists, marketing and PR teams, freelancers, photographers and talent

Stylist

April 2023 - Present

- Research, source and request samples for styling segments on Good Morning America, The Today Show and the Sherri show; collaborate with producers, stylists and wardrobe director(s) on set pulling garments and accessories and styling models for live tapings
- Oversee smooth delivery, transportation, and returns of all samples with efficient collaboration

CR Fashion Book

May - Oct. 2022

Digital Editorial Intern

- Pitched and wrote news stories, runway reviews, features, Q&A's and listicles on a quick turnaround
- Executed photo and story research; sourced media and transcribed interviews; built content in the CMS

V Magazine/V Man

Jan. - June 2022

Editorial Intern

- Wrote and published three to five stories daily covering breaking fashion and culture news, international runway reviews, campaign launches and shopping guides
- Corresponded and maintained relationships with luxury and ready-to-wear PR and marketing teams
- Pitched, interviewed and reported on Elena Velez's debut collection for NYFW Spring/Summer 2022

DIG Magazine

May 2019 - Dec. 2020

Digital Director | Senior Editor

- Designed website and managed staff of 27 writers assigning, editing and scheduling all content
 - Started the magazine's first podcast series; collaborated across teams; sourced photos, edited graphics
 - Tracked website analytics: traffic sources, popular content and conversions
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EDUCATION

New York University

3.9 GPA

MA Journalism, Magazine & Digital Storytelling program

Aug. 2021 - Dec. 2022

California State University, Long Beach

4.0 GPA

BA Journalism, BA Dance, summa cum laude

Aug. 2016 - Dec. 2020

SKILLS & HONORS

Computer (HTML, SEO, CMS, CRM, Airtable, WordPress, Squarespace, Microsoft Office, Google Workspace, Keynote, Slack, MailChimp) **Multimedia** (DSLR cameras, Figma, Adobe InDesign, Lightroom, Photoshop, Premiere Pro) **Social Media** (Instagram, Twitter, TikTok, Facebook, Threads, Snapchat) **AWARDS** (2nd Place, Best Arts or Entertainment Profile. *Los Angeles Press Club*. 2021; 3rd Place, Best Digital Magazine. *California College Media Association*. 2021; Kappa Tau Alpha Journalism Honor Society member)