

Kevin Lu

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PROFESSIONAL EXPERIENCE

Upstate United FC

Club Journalist-Syracuse, NY

January 2025-Present

Write and publish engaging feature stories that highlight the personal journeys, challenges, and achievements of Upstate United FC athletes • Provide coverage of UUFC's 2025 UPSL Division 1 Season, delivering insights and updates on team performance and milestones

The Daily Orange

Sports Writer-Syracuse, NY

August 2022-May 2025

Fact-check articles written by other sports writers in AP Style standard • Cover Syracuse University's track and field, women's soccer, softball and write recaps of games and features of athletes • Arrange interviews with athletes and other key source providers and generate information

All Sports Television Network

Sports Journalist-New York, NY

October 2024-December 2024

Reported and produced timely sports coverage for broadcast and digital platforms • Conducted on-site interviews and assisted in creating engaging multimedia content • Wrote scripts and edited videos to deliver polished, broadcast-ready segments

Guangzhou Daily

Sports Journalist-Guangzhou, China

June 2024-August 2024

Covered Chinese professional soccer matches, including League 1 and League 2 games, within the local region • Produced in-depth soccer features focusing on professional athletes, school players, and grassroots soccer development in rural areas of Guangdong Province.

EXTRACURRICULAR ACTIVITIES

Freelance Sports Writer

Remote

February 2024-Present

Contributed insightful match analyses and features for Fansided's Liverpool FC-focused webpage "Rush The Kop" • Contributed in-depth basketball stories for "LastWordOnSports" and "Back Sports Page"

WeMedia Lab

Social Media Director-Syracuse, NY

October 2021-June 2024

Managed official social accounts on Instagram, Weibo, RedNote and LinkedIn, arranging weekly posts and engaging with audiences • Collaborated with the Editorial Department on campaigns and contributed articles to WML's WeChat Subscription

The NewsHouse.com

Sports Writer-Syracuse, NY

February 2023-November 2023

Pitch story ideas in meetings and set up interviews with targeted athletes • Cover Syracuse University's Women's tennis team and write game reviews

Education

Syracuse University

S.I. Newhouse School of Public Communication

B.S. Magazine, News and Digital Journalism -- May 2025

SKILLS

- X (formerly Twitter), Instagram, WeChat, Weibo, LinkedIn, Facebook
- Word, Google Drive, PowerPoint, Adobe Premier Pro, WordPress
- Sports Writing, Feature Writing, News Writing, Copy Editing, Video Editing