

## AWARD-WINNING CONTENT LEAD

Senior Writer | Creative Producer | Strategist

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# Shana Ting Lipton



I work with dynamic global organizations and governments to tell their stories in rich and textured ways — using content to shape and enhance brand strengths, attract new business, and illuminate strategy.

Tapping into my EQ and eclectic career experience with startups and multinationals – across global journalism, media and corporate – I act as a conceptual translator and liaison between creatives and the business. Diplomatically and masterfully, I communicate big ideas and granular detail with gusto and purpose... and then roll up my sleeves to craft content that people want to interact with.

## EXPERIENCE

**Creative Producer | Senior Writer**  
**Lloyds Banking Group, Storytelling, Design Division,**  
London

January 2019-April 2022

- In 2019, Storytelling began as a new in-house content studio, within the Design division, set up to tell the story of the bank's three-year £3 billion digital transformation
- Hired as a writer – advanced into a hybrid role encompassing creative producing — within our Leadership Team
- Produce/write motion graphic scripts/videos, audio stories/podcasts (as host), and articles for our group, core brands Lloyds Bank, Halifax and Bank of Scotland, and partners like Tech Talent Charter Diversity in Tech Report and Tata Consultancy Services
- Manage creative squads (including more junior writers) and relationships with commissioning stakeholders, overseeing budget, voiceover casting and directing, creative licenses)

**Branded Content Writer**  
**CNN International, CREATE in-house creative agency**  
London

October 2016-2018

- Researched, wrote and edited digital articles, scripts, and treatments, conducted interviews, shaped brand strategy and social media with team for CNN's international brand studio
- Content appeared on CNN ad hub and verticals like CNN Style; partner hubs (Bloomberg, etc.)
- Subjects: lifestyle, technology, travel, culture, renewable energy
- New and ongoing digital content campaigns and new business pitches
- Clients: Shell, UK Dept. for International Trade (award-winning GREAT campaign), Expo 2017 Astana, Zurich Insurance, HRH Princess of Jordan charity Anything is Possible, Supermicro

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**Writer | Branded Content Strategist**

**Euronews NBC, in-house branded content division**

London/Lyon

October 2017-2019

- Researched, wrote and edited digital pieces for branded content arm of multilingual pan-European news broadcaster and NBC Universal partner.
- Clients: Beijing Tourism, the EU's Earth-monitoring program Copernicus, Matera European Capital of Culture, Airbus, Polish Investment and Trade Agency, European Patent Office

**Writer | Editor-at-Large**

**Commercial Dispute Resolution Magazine, Global Legal Group**

London

January 2015-July 2016

- Wrote and edited international business and law features, covered conferences
- Interviewed managing partners, partners from multinational law firms + EU competition commissioner • Topics: intellectual property, energy disputes, arbitration, competition law, etc.

**Editor | Lead Writer | Video Producer**

**About.com, New York Times Company**

Global/remote

June 2009-March 2014

- Crafted Los Angeles site from the ground up, establishing social media presence
- Wrote and edited content and produced and narrated online videos
- Commissioned content from freelancers

**Founding Editor**

**The Positive Newspaper Company**

London

August 2012-March 2013

- Privately funded digital startup featured on BBC Breakfast and in The Independent
- Set content strategy, writing/editing articles, looking after Technology and Travel verticals
- Hired and led content team of five and curated and commissioned freelance content

**Columnist | Editor**

**Los Angeles Times digital and KTLA TV News**

Los Angeles

2004-2008

- Curated, wrote, edited weekly digital entertainment column for California's paper of record
- Repurposed content for TV audience on a weekly KTLA news segment (viewership: 4m)

**Editor | Senior Writer**

**BlackBook Media**

Los Angeles/New York

2007-2008

- Edited + wrote for annual print travel book, editing the work of contributing writers
- Co-shaped content strategy with editorial director
- Oversaw LA digital hub

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### FREELANCE

2002-Present

#### Select Journalism Clients:

- Vanity Fair*
- Wired*
- British Airways *High Life*
- Euronews
- Los Angeles Times*
- People* magazine
- KTLA TV news
- GQ (Korea)*
- British Journal of Photography*
- Marie Claire*
- Robb Report*
- Delta Airlines *Sky* magazine
- Reader's Digest*
- United Airlines' *Rhapsody*
- BlackBook*
- Men's Journal*
- KLM Airlines' *The Holland Herald*
- Variety*
- Dazed & Confused*
- Newsday*
- Huffington Post* (from 2007)

### PUBLIC SPEAKING/VOICE WORK

- Voiceover narration for Bain & Company, Lloyds Banking Group and Lloyds Bank videos

### BRAND, MARKETING, AGENCY CLIENTS

- GE Healthcare (Boston)
- Ogilvy & Mather Branded Content and Entertainment
- Dentsu, global market research (LA)
- SpinMedia/*VIBE* magazine (LA)
- Intermix, US (Gap-owned) clothing retailer
- Playboy custom publishing (Chicago)
- Creative Artists Agency (CAA) — Intelligence Group (LA)

### EDUCATION

- Producing certificate, London Film Academy (2022)
- LPC (postgraduate diploma in legal practice) with Distinction, BPP University, London (2016)
- Graduate Diploma in Law with Commendation, University of Westminster, London (2014)
- Masters of Arts, University of Amsterdam, The Netherlands — European Studies, with honors
- Bachelor of Arts, Barnard College, Columbia University, New York — Theatre

### AWARDS

- 2022 Communicate Lens Awards Bronze prizes, for Lloyds Banking Group/Storytelling:
  - Best Use of Video from the Financial Services Sector – creative writer and producer
  - Best Video Targeted to the Internal Audience – creative writer and producer
- University of Westminster Mentor of the Year 2018

### VOLUNTEERING

2017-2022: Mentored global media students at University of Westminster, London

2019: Job interview coach at Smart Works, UK charity that helps women re-enter the workforce

### LANGUAGES AND CITIZENSHIP

Conversant French (Lycée educated), elementary Dutch, Spanish, Portuguese.  
Dual UK/US national.