

# Lynette Chiang @galfromdownunda

Copy | Content | Community

## Contact

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work: [www.galfromdownunder.com/portfolio](http://www.galfromdownunder.com/portfolio)

## In short

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Personable and enthusiastic community manager, award-winning copywriter and prolific digital content creator with more decade of experience growing and rallying passionate brand communities.

- Global community manager and brand spokesman for 25,000 customers of **Green Gear Cycling**, maker of the world's leading travel bicycle, Bike Friday
- Award-winning copywriter for **Saatchi & Saatchi Advertising** in 3 countries, recent pharma experience
- Online community manager for a 4000-member advertising panel at **Ipsos SIX**, a research startup
- Background in **IT** as a database information architect and applications developer – tech savvy

## Blogging and Social Media

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Writer, videoblogger and social media sharer on diverse topics for the following sites:

[FastCompany.com](http://FastCompany.com) – Expert Blogger since 2007

[yoganesh.com](http://yoganesh.com) – local yoga studio, Yoganesh

[galfromdownunder.blogspot.com](http://galfromdownunder.blogspot.com) – blog (personal)

[chelseagallerista.com](http://chelseagallerista.com) – contemporary art enthusiast blog (personal)

[trafficconeabag.com](http://trafficconeabag.com) – my original invention (personal)

[cheapandchoosy.blogspot.com](http://cheapandchoosy.blogspot.com) – fab frugality (personal)

Shot, edited and uploaded 400+ social, editorial and technical videos for YouTube channels [galfromdownunder](http://galfromdownunder), [bikefriday](http://bikefriday) and [YoGaneshYoga](http://YoGaneshYoga)

## Other achievements

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- Author of **The Handsomest Man in Cuba**, a memoir about cycling solo across Cuba, praised by the New York Times Book Review
- Winner of a **Cannes Bronze Lion** and several Australian advertising awards; British Design & Art Director's club finalist
- Named a **Forbes.com Rugged Individualist**
- Community building efforts for Green Gear culminated in offer of **venture capital** from a famous global investor

## Education

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### Australian National University

BSc in Computer Science, with a database design speciality

### Australian Writers and Art Directors School

National and State Winner (Copywriting)

## Professional experience

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### IPSOS Social Intelligence Exchange / CANOE

*Social Media Community Manager (Dec 2010 – Nov 2011)*

*CANOE Ventures is a TV research consortium of cable providers:*

*Time Warner, Comcast, Cox, Charter, Cablevision and Bright House*

- Created an engaging virtual "living room" (Lithium/Vovici platform, Brandwatch social listening) for a 4000-member unbranded TV ad research community; achieved a 20% participation rate for stakeholder brands Honda (auto), GlaxoSmithKline/Lovaza (pharma), Fidelity (financial)
- Contributed to the site-wide UX design (wire-frame, Getty imagery and taxonomy), mapped out content strategy; wrote content to agreed weekly or bi-weekly cadence: questions, polls, chats, contests, videos
- Produced moment-to-moment engagement analytics to award incentives, spot trends and report insights
- Wrote creative content for Condé Nast, Proctor & Gamble (Gillette) and Kraft communities

### Green Gear Cycling Inc (Bike Friday), Oregon

*Global Community Manager and Director of Content*

*(2001 – 2010)*

- Grew a passionate 25,000 member community of customers, worldwide distributors and cycling celebrities
- Created and curated the brand's entire website content including 600+ customer and B2B online stories, technical manuals, videos and image libraries
- Helped business grow to 60% sales by referral and overall revenue grow by 250% in 3 years; increased website traffic five-fold to 600,000 hits/month
- Won for the brand: 2010 **Treehugger Best of Green Award, Saatchi & Saatchi Lovemark of the Year**

### Freelance projects (2012 – ongoing)

- **Juice Pharma Worldwide (Sep 2012–ongoing)**  
Copywriter for mobile apps, video, consumer/physician collateral; high level branded/unbranded conceiving
- **YoGanesh Yoga (Jun 2012 ongoing)** SEO Copywriter, videographer, Wordpress website manager and social media marketer for [yoganesh.com](http://yoganesh.com)
- **Wall Street Mobile Development (Jun 2012–ongoing)**  
Created videos and content for iPad magazine *DinksNY*  
Video samples at [galfromdownunder.com](http://galfromdownunder.com)
- **PACTOUR/FPC Global Outreach** shot and edited a 20 minute fundraising DVD for Peru school projects

### Saatchi & Saatchi Advertising

Senior Copywriter/Creative Director: Costa Rica (*affiliate office Tribu, 1999-2001*), Ireland (*1998-1999*), Australia (*1995-1998*)

- Created campaigns for major brands including Ireland's #1 mobile provider (Eircell) and Costa Rica's #1 tortilla maker (Tortiricas) and #1 chicken manufacturer (Pipasa)
- As visiting creative director and staff mentor, raised the creative standard to award finalist level within 3 months