Weiming Sun

Content writer and storyteller · Melbourne

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Content writer and storyteller with a background in user experience and food and culture photography. I turn expert knowledge into stories people want to read, across newsletters, case studies, thought leadership and podcasts.

Experience

Mantel
2023 – Current

Content Writer

- Lead Mantel Insider, the newsletter for Australian enterprise leaders, since its 2024 launch: writing, packaging and editing every issue. Readership nearly doubled in under a year, with click-through averaging around 3%.
- Own published storytelling across case studies and thought leadership, interviewing and drafting alongside subject-matter experts.
- Look after tone of voice across everything Mantel publishes, pitches and presents, while keeping each author's voice intact.
- Voice of the AI Australia Podcast on every episode, plus editing and social posts for each release.
- Content strategy, information architecture and copy for a major website project.

Photography & Videography
2018 – Current

Freelance and in-house

- Food, drink and lifestyle imagery for Kinfolk and Drift Magazine China, Hector's Deli, Burwood Brickworks, Red Bull Music, Excite Holidays and Colournary Magazine.
- Years working alongside chefs and venue teams, spending time in their spaces to understand where their ideas come from.

Pretzel Lab
2022 – 2023

UX Designer

- Designed products for local start-ups through to nationwide organisations, grounded in research into what people needed to use them.
- Scripted, filmed and edited immersive project updates for a multinational health insurer, helping open new lines of communication and rethink ways of working across the organisation.

General Assembly
2021 – 2023

Instructional Associate, UX Design Immersive

- Taught design thinking to remote students, ran Figma workshops and supported assessments.

Lung Foundation Australia
2021

UX and Service Design Consultant (volunteer)

- Led 21 community conversations and analysed 60+ survey responses to shape a strategy for engaging volunteers.

Skills

Writing, editing and proofreading
Newsletter writing and packaging
Tone of voice
Interviewing experts
Audience and user research
Content strategy and IA
Scriptwriting and video
Photography and art direction
Stakeholder management

Tools

Adobe Creative Suite, Figma, Notion, Miro, Trello, Salesforce and Mailchimp (email and analytics)

Education

University of Melbourne
Bachelor of Environments, Urban Planning and Design, 2017

General Assembly
User Experience Design Immersive, 2021