

Gabby Lee

Content Manager
gabriellehew@gmail.com
gabbylee.net

Experience

July 2023 - Aug 2024

Meta — *Content Manager, GenAI*

Served as key contributor to Meta AI LLAMA3 development and launch ([credited here](#)). Trained the language model with over 10,000 custom prompts, conducted competitive analysis data research, pitched and developed AI Studio personas, beta-tested Meta Imagine image and animation generation, developed parameters for style and tone, developed parameters for reduction of misinformation, hallucination, and proliferation of harmful content.

Aug 2022 - July 2023

Meta — *UX Writer, Instagram Reels and Trends*

Served as content curator, UX writer, content editor, and editorial consultant for Instagram Reels and Trends workstream. Created QP, CTA, and front-facing copy for Reels search. Trained algorithm to flag harmful content and identify organic trends, created unique editorial and style guide for People Content Operations team.

Jan. 2021 - Aug. 2022

NowThis News, Vox Media — *Copy Lead*

Copy edited videos, articles, and newsletter that reached a daily audience of 100 million, accumulating 3 billion monthly views.

Feb 2019 - Jan 2021

Odyssey Media, Inc. — *Head of Copy*

Single-handedly manned the Odyssey Media copy desk. Created style guide, led interactive workshops, and handled all day-to-day copy concerns.

Oct 2018 - May 2021

Vimeo — *Trending News Editor*

Turned over 1,000 trending news stories into trending social videos with the ML-based Wibbitz Studio application.

Jun 2017 - Oct 2018

Mic News — *Digital Copy Editor*

Copy edited all in-house, branded, and agency content.

Education

University of Sussex

MA – Journalism

University of California, Santa Barbara

BA – English