

MICHELLE ERICKSON

FOOD & BEVERAGE WRITER | CONTENT CREATOR

EXPERIENCE

FREELANCE WRITER

Shanghai, China

2015 - PRESENT

- Contributed a piece about the "Michelin curse" in Shanghai to the South China Morning Post
- Wrote hotel and travel-related pieces for Jetsetter.com
- Regular contributor to local publications including CityWeekend Shanghai and ShanghaiWOW!
- Produced restaurant and bar reviews and "best-of" lists
- Curated top-pick listicles for BonApp's WeChat subscription account
- Composed wine region descriptions for Magnum Wines product portfolio

MARKETING & COMMUNICATIONS MANAGER - FIELDS China

Shanghai, China

05.2018 - 09.2018

FIELDS China is a popular retailer that helped to kick-start the online grocery shopping/delivery revolution in China.

- Cultivated relationships and handled PR with media, KOLs and partners
- Brought in a new media contract, gained free media coverage, and increased social media mentions by KOLs
- Maintained brand voice while driving product sales to the retail website and mobile application
- Created promotional content for WeChat, Facebook and Instagram
- Researched and wrote educational WeChat posts on trending topics
- Authored advertorial pieces for media publication
- Edited in-app UI/UX copy
- Executed marketing campaigns for offline events
- Planned and managed social media and advertising calendars
- Collaborated with content and design teams to execute advertising strategy across multiple mediums

FREELANCE SOCIAL MEDIA MANAGER

Shanghai, China

09.2017 - 04.2018

- Increased brand awareness and nurtured community engagement
- Wrote promotional and educational content for WeChat
- Created original and curated content for Facebook and Instagram

ASSISTANT BUSINESS MATCHING MANAGER - HKTDC

Chicago, IL

10.2014 - 03.2015

The Hong Kong Trade Development Council (HKTDC) is a statutory body dedicated to promoting Hong Kong as a platform for doing business with China, Asia and the world.

- Organized participation at major US trade shows
- Coordinated high level executive conferences
- Led US delegations to Hong Kong trade shows
- Trained and supervised four direct reports

BUSINESS MATCHING OFFICER- HKTDC

Chicago, IL

12.2005 - 10.2014

- Maintained a database of 75,000 companies
- Managed recruitment of 3,500 US buyers and VIPs to attend 36 major Hong Kong trade shows annually

CONTACT

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Portfolio:

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Profile:

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EDUCATION

SAINT LOUIS UNIVERSITY, 2001

Bachelor of Arts

- Major in Communication
- Minor in Spanish

LANGUAGES

- Native English (*Written & Spoken*)
- Intermediate Spanish (*Written & Spoken*)

PROFESSIONAL SKILLS

- Content Marketing
- Copywriting
- Digital Media
- E-commerce
- Editing
- Written & Verbal Communication

SOFTWARE

- Microsoft Office
- Wordpress

PERSONAL SKILLS

- Flexibility
- Collaboration
- Meticulousness
- Relationship Building
- Teamwork