

# Michelle Erickson

FOOD & BEVERAGE WRITER | CONTENT MARKETER

## EXPERIENCE

### Social Media Marketing Manager

[Mother Zen Chef, San Francisco](#) Jun 2020 - Present

- Social media manager, community manager, and all-around hype woman for an emerging cooking channel
- Write copy for social media posts, newsletters, YouTube videos and more
- Cultivated a private Facebook group from scratch and maintain 350+ followers
- Develop social media and marketing strategy

### Freelance

[Food & Beverage Writer, Shanghai/remote](#) May 2015 - Jun 2020

- Wrote a piece about the "Michelin curse" in Shanghai for The South China Morning Post
- Regular contributor of bar and restaurant reviews and listicles for ShanghaiWow!, CityWeekend Shanghai and BonApp
- Wrote hotel and travel-related pieces for Jetsetter
- Composed wine region descriptions for Magnum Wines portfolio

### Marketing & Communications Manager

[FIELDS China, Shanghai](#) Sep 2017 - Sep 2018

- FIELDS China is a popular retailer that helped to kick-start the online grocery shopping/delivery revolution in China
- Handled PR and media relationships including new media contracts, earned media coverage, and increased social media mentions from influencers
- Researched and wrote educational and promotional content for WeChat, Facebook, Instagram and longform advertorial pieces
- Edited in-app UI/UX copy to align with brand voice
- Collaborated with content and design teams to execute advertising strategy across multiple mediums

### Assistant Business Matching Manager

[HKTDC, Chicago](#) Oct 2014 - Mar 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 and led US delegations to Hong Kong trade shows
- Trained and supervised four direct reports

### Business Matching Officer

[HKTDC, Chicago](#) Dec 2005 - Oct 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

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San Francisco, CA

## SKILLS

Content Marketing  
Copywriting  
Digital Media  
E-commerce  
Editing  
Written & Verbal Communication  
Flexibility  
Collaboration  
Meticulousness  
Relationship Building  
Teamwork  
Canva  
Wordpress  
Mailerlite

## EDUCATION

### Bachelor of Arts

[Saint Louis University](#)

Major in Communication, Minor in Spanish