

Iain Shaw

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Professional Summary

I'm an accomplished journalist and communications professional with 15+ years of experience leading editorial operations and delivering first-class creative content. Across my career, I've demonstrated my ability to build trust with diverse audiences and to work collaboratively with partners and collaborators including colleagues, businesses, government agencies and local communities. As a writer and senior editor, I've primarily covered the restaurant and hospitality industry, but I've also written about e-commerce, digital marketing and fintech for Digiday Media brands, and I've created SEO-driven content for organizations including AIG Insurance, GoPro and Instacart.

Key Competencies for Communications Roles

- **Driving integrated projects from concept to execution:** Managed complicated storytelling projects delivered across multiple platforms.
- **Stakeholder Engagement:** Built trust-based relationships with local businesses, media outlets, and local government agencies, including translating stakeholders' needs and stories into compelling, engaging content.
- **Coaching and Leadership:** Eight years of experience in roles that involved directly managing writers and editors, including mentoring and coaching writers at different stages of their careers.
- **Strategic Communication:** Proven ability to create messaging strategies to resonate with diverse audiences.
- **Event Representation:** Represented organizations in public-facing roles, enhancing credibility and visibility.

Career Highlights

Editor-in-Chief

Sauce Magazine, St. Louis, MO, Jul. 2024 – Sept. 2024

- Led editorial direction for a St. Louis restaurant magazine across print and digital channels.
- Represented the magazine in a public-facing capacity, bolstering its reputation for quality journalism and fostering strong relationships with community stakeholders.
- Routinely exceeded web traffic goals by over 10%, refining content strategies to drive growth.
- Led high-impact special projects, including *Sauce's 2024 Bar Guide*, and produced social media videos that achieved 50,000–100,000+ views per post.
- Maintained exceptional editorial standards, telling our community's stories with creativity and curiosity.

Managing Editor

Sauce Magazine, St. Louis, MO, Oct. 2023 – Jul. 2024

- Oversaw production of monthly print issues and special projects celebrating the best of the St. Louis restaurant scene while using editorial judgment to maintain excellence and strategic alignment.
- Built strong relationships with restaurants, hospitality professionals and local government stakeholders.
- Represented *Sauce* at events and media appearances, strengthening its community presence.

Staff Writer

Sauce Magazine, St. Louis, MO, May 2023 – Sept. 2024

- Wrote hundreds of breaking news stories and features covering the St. Louis restaurant industry, maintaining *Sauce's* reputation as the city's essential source for local restaurant and bar news.

Freelance Writer

Various Publications and Businesses, United States, Aug. 2017 – May 2022

- Created compelling copy for hospitality, marketing, and retail brands, including GoPro and Instacart.
- Authored industry trend reports for Digiday Media brands, translating complex insights into actionable narratives.
- Delivered SEO-driven content that increased visibility and engagement for clients.

IELTS Examiner

British Council, Beijing, Apr. 2015 – Apr. 2018

- Conducted thousands of English speaking and written exams, working for the UK government's international organization for cultural and educational programs.
- Delivered standardized testing services in line with British Council directives.

Co-founder & Brand Director

The Cleaver Quarterly, Beijing, Jun. 2013 – Aug. 2016

- Co-founded the world's first English-language magazine about Chinese food, successfully crowdfunding \$5,000 to support its initial launch.
- Built a global subscriber base and partnered with over 20 international stockists.
- Organized and promoted events themed around Chinese food, attracting 50–100 attendees per event.

Project Manager

Global Times One-Stop, Beijing, Oct. 2013 – Oct. 2014

- Launched online guide to life in China, publishing over 300 articles and managing four remote writers.
- Ran social media campaigns engaging over 1 million followers worldwide.

Director of Digital Communications & PR

True Run Media, Beijing, Jun. 2012 – Oct. 2013

- Pioneered PR and digital strategies for four lifestyle magazines, achieving a 20 percent increase in audience engagement.
- Led the development of two new revenue streams that secured \$50,000+ in branded content and event sponsorships within their first year.
- Trained cross-departmental teams in social media best practices to enhance brand visibility.

Deputy Managing Editor

The Beijinger Magazine, True Run Media, Beijing, Oct. 2009 – Jun. 2012

- Senior editor for Beijing's leading English-language magazine, with a monthly readership of over 100,000.
- Managed restaurant, nightlife and travel sections, assigning, writing and editing stories.

Education

BA History and Politics

The University of Edinburgh, UK

1999 – 2003

GPA: 3.5 (UK equivalent: 2:1)

Additional Skills

- **Public Speaking:** Speeches and presentations at both professional and community events.
- **Web Analytics:** Proficient in Google Analytics.
- **Languages:** Advanced spoken and written Mandarin.
- **Coding:** Completed LaunchCode program, gaining proficiency in Java, HTML5, CSS, MySQL and more.