

# Iain Shaw

## **Writer & Editor**

*Specialized in food and drink, hospitality, China*

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### **MEDIA WORK: Writing and Editing**

#### **Co-founder & Brand Director**

##### ***The Cleaver Quarterly*, Beijing**

**Jun 2013-Aug 2016**

- Co-founded the world's first English-language magazine about Chinese food
- Researched, wrote and shot photos for stories from locations around China
- Managed social media, growing following of 4,000+ Chinese food fans
- Organized and promoted events (50-100 capacity) themed around Chinese food
- Managed distribution and subscription list

#### **Deputy Managing Editor**

##### ***the Beijinger* magazine, True Run Media, Beijing**

**Oct 2009-Jun 2012**

- Senior editor on Beijing's biggest English-language lifestyle publication (100,000+ readers monthly)
- Senior writer and editor managing key restaurant and nightlife sections
- Commissioned words and images, editing contributors' work
- Built trust with network of hundreds of restaurant, bar & hotel industry figures
- Maintained accurate, user-friendly venue directory of 500+ restaurants and bars
- Maintained dialogue with readers through online comments and discussion boards

#### **Managing Editor**

##### ***Agenda* magazine, True Run Media**

**Jan 2008-Oct 2009**

- Led the launch of a city magazine (circulation 80,000) helping tourists find Beijing's best food and drink, shopping and events
- Managed an assistant editor and team of interns
- Wrote and edited stories about food and drink, shopping and events

### **MEDIA WORK: Social Strategy & Project Management**

#### **Project Manager**

##### ***Global Times One-Stop*, Beijing**

**Oct 2013-Oct 2014**

- Managed the launch of a digital how-to guide to life in China
- Led a team of four writers in two cities, creating over 300 how-to explainers
- Ran social media campaigns engaging more than 1 million *Global Times* followers
- Fostered links in community by organizing events helping new arrivals

## **Business Development project manager**

**True Run Media, Beijing**

**Jun 2012-Oct 2013**

- Pitched and developed branded content and sponsored events initiatives – worth USD 50,000+ in first year – through cross-departmental collaboration
- Defined company “Core Values” and managed performance recognition program, contributing to 20% year-on-year improvement in staff retention

## **Director of Digital Communications & PR**

**True Run Media, Beijing**

**Jun 2012-Oct 2013**

- Led social campaigns for four city lifestyle magazines at True Run Media, Beijing’s biggest English-language publisher, each with tens of thousands of followers
- Set social media strategy and used Google Analytics to measure results
- Grew each magazine’s online community by targeting audiences (eg. millennials, parents, entrepreneurs) with content relevant to their needs
- Trained and rallied colleagues to grow communities through social sharing
- Organized learning sessions for young editors featuring guest speakers from *Wall Street Journal*, *The Economist*, Associated Press and more

## **Other Experience and Projects**

Contributor	<b><i>Roads &amp; Kingdoms</i></b>	July 2017-present
Copywriter/Proofreader	<b>British Council, Beijing</b>	Nov 2017-present
Contributor	<b><i>Where to Eat Pizza</i></b>	Apr 2016
Beijing event co-ordinator	<b>Obscura Day, Atlas Obscura</b>	Apr 2016
IELTS English Language Examiner	<b>British Council, Beijing</b>	June 2015-Apr 2018
Restaurant/Bar Consultant	<b><i>Lonely Planet Beijing</i></b>	Spring 2014
Marketing Consultant	<b>Home Plate BBQ, Beijing</b>	Nov 2013-Jun 2014
Social Media Consultant	<b>Chi Fan for Charity, Beijing</b>	Nov 2013

## **Additional Skills**

- **Visual editing:** Photoshop, social tools like Canva, Over
- **Page layout:** InDesign
- **Markup/coding:** HTML5, CSS, Python
- **CMS:** Drupal, WordPress
- **Public speaking:** Experienced speaking to audiences of hundreds at creative industry and Scottish community events

## **Community Work**

- **Judging food and drink awards:** Served on judging panels for various contests including the *Time Out Beijing* Food Awards and Grape Wall Wine Challenge
- **Charity:** Organized trivia nights raising USD 100,000+ for a range of causes

## **Education**

- **BA Politics and History (2:1)**, The University of Edinburgh, UK

## **Languages**

- **Chinese:** Fluent, HSK level 5