

Giao Chau

(437) 217-9164 • giao.q.chau@gmail.com • <https://www.linkedin.com/in/giaochau/> • <https://www.giao-chau.com/>

EMPLOYMENT EXPERIENCE

Freelance Writer & Editor, November 2014 - present

- **Developmental Editor at [Serious Eats](#) – a Dotdash brand**
 - Reviewing and editing updated articles, focusing on cultural sensitivity
 - Offering feedback to newly hired and veteran editors to ensure their work follows Serious Eats' guidelines and meets standard for quality content
- **Bylines:** Food52, CBC Life, Bon Appetit, Serious Eats, Chatelaine
- **Rustle & Still:** planned and executed a multimedia content strategy (blogs, videos, photos, social media posts) to launch Rustle & Still's online platform
- **[My Joyous Lab](#):** managed a personal blog – a creative canvas for my passion in food writing and home cooking – inspired by my experience as a Vietnamese living overseas

Culture Magazin®, Toronto, Canada

Digital Content Creator & Editor, November 2020 - January 2022

Editorial Intern, June 2020 - August 2020

- Developed content and oversaw editorial calendar for the print magazine (6 issues a year)
- Profiled notable personalities, such as Ontario's former chief scientist, [Dr. Molly Shoichet](#) and founder of [Nguyen Coffee Supply](#), [Sahra Nguyen](#))
- Produced short-form informational articles (the most popular at [+17K views](#)), focusing on popular keywords and food content in Vietnam and Canada
- Optimized existing content to align with SEO best practices

Aberdeen Standard Investments Asia, Singapore

Junior Writer, August 2017 - April 2019

- Designed content for marketing collaterals to support product launches and promotion across APAC, as well as retain at-risk institutional clients
- Composed periodic reports and commentaries on economic events that affected the company's emerging-market equities portfolio, its key product (£22 billion in AUM at December 2019)

Bureau van Dijk Electronic Publishing, Singapore

Corporate Finance Researcher, February 2012 - July 2017

- Ranked top-performer of the month twice for the Asia Pacific team of 13 in 2015
- Published weekly 300-word editorials on significant transactions at M&A Portal to educate the public and procure potential clients

EDUCATION

Centennial College, Toronto, Canada

Graduate Certificate in Food Media, September 2019 - June 2020

University of Toronto, School of Continuing Studies, Toronto, Canada

Creative Non-fiction, Introduction, November 2019

Singapore Management University, Singapore

Bachelor of Business Management (specialization in Finance and Accounting), August 2008 - July 2012

CERTIFICATIONS & COURSES

Content Marketing Certified, HubSpot, September 2020

Become a Content Strategist, LinkedIn, April 2020

ADDITIONAL INTERESTS AND SKILLS

- Working knowledge of Photoshop and Lightroom; proficient in WordPress and Mailchimp
- English (fluent); Vietnamese (fluent); French (conversational)