

Giao Chau

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

EMPLOYMENT EXPERIENCE

Culture Magazin®, Toronto, Canada

Digital Content Creator & Editor, November 2020 – present

Editorial Intern, June 2020 – August 2020

- Producing the website's top viewed short-form informational articles (+[16K views](#)), focusing on popular keywords and lifestyle content in Vietnam and Canada.
- Writing long-form stories (1,000+ words) for the print magazine's key column, exploring the intersection of Eastern and Western cultures
- Interviewing a wide range of sources (notable personalities include Ontario's former chief scientist, [Dr. Molly Shoichet](#) and award-winning filmmaker and serial entrepreneur [Sahra Nguyen](#))
- Leading a team of four to produce two monthly videos for YouTube series Like a Local and Taste of the World, audience growth of 17% in Q1 2021
- Editing and fact-checking submissions from contributors to ensure consistent quality and compliance with house style

Freelance Writer & Digital Content Creator, November 2014 – present

- **Bylines:** [Food52](#), [CBC Life](#), [Bon Appetit](#)
- **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

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 – January 2013

CERTIFICATIONS & COURSES

Content Marketing Certified, HubSpot, September 2020

Become a Content Strategist, LinkedIn, April 2020

Journalism Skills for Engaged Citizens, a course authorized by the University of Melbourne, offered through Coursera, October 2015

ADDITIONAL INTERESTS AND SKILLS

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