

MIKI KAWASAKI

miki.kawasaki@gmail.com | 646-842-9456

EDUCATION

Boston University **Boston, MA | 2012–2014**

Master of Liberal Arts in Gastronomy. Concentration in Communications

Two-time recipient of the Julia Child scholarship. Editor at The Graduate Journal of Food Studies.

Oberlin College **Oberlin, OH | 2003–2007**

Bachelor of Arts in Art History and East Asian Studies with honors. Minor in History

Phi Beta Kappa. Recipient of the Clarence Ward scholarship in Art History.

WORK EXPERIENCE

Brand Copy Manager. FreshDirect **Bronx, NY | Apr. 2019–present**

Owner of brand voice for a legacy online grocery retailer. Copywriter for all marketing and merchandising channels, with an emphasis on leveraging customer insights to drive product storytelling, acquisition and retention messaging, site experience, and brand awareness. Lead writer for out-of-home and 360 campaigns.

- **2023 benchmarks:** Email 47.77% OR (+5.13% YoY), 3.6% CTR | Paid digital .32% CTR | SMS push 71.48% OR, CTR 1.28%

Senior Editor, Recipe Development. HelloFresh **New York, NY | Nov. 2016–Oct. 2018**

Previously Recipe Writer / Editor

Managed content production for meal kit recipes, supervising print and digital publication. Edited recipes for style, clarity, layout, and skill level. Wrote supplemental content, such as headnotes and tips. Briefed and provided direction for photography. Oversaw and mentored junior team members.

- Maintained <1% error rate. Reduced negative feedback rate from 8% to <3% within first 6 months.

Copywriter. Fairway Market **New York, NY | Jan. 2016–Sept. 2016; Oct. 2018–Feb. 2019**

Lead for writing, editing, and establishing brand voice across marketing channels for a regional grocer, including signage, print and digital advertising, social media, email, SMS, blog, and web.

Food Writer & Copywriter. Freelance **Bronx, NY | June 2014–Apr. 2019**

Brand content, copy, and native advertising writer. Projects include work for Angry Orchards, Anheuser-Busch, Bank of America, Boar's Head, Kashi, Lipton, Mouth, and Panna Cooking.

Contributor at Serious Eats and Chowhound, with focus on ingredient and technique profiles, food history, and social sharing-oriented articles.

Editorial Intern. Serious Eats **New York, NY | Jan. 2014–May 2014**

Wrote articles and provided photography for a major culinary website with a focus on NYC dining and ingredient profiles. Updated archival content. Assisted with editorial tasks and research.

QUALIFICATIONS

Technical Skills: Expert in MS Office, Photoshop, InDesign, Google Apps, Wordpress. Good knowledge of Illustrator, HTML / CSS, SEO best practices, content and asset management, project management tools.

Specializations: 10+ years experience in editorial content, copywriting, proofreading, and editing. Strong knowledge of product copywriting, UX writing, conversion copywriting, inclusive writing, AP style. Fluency in graphic and web design. Deep familiarity with food culture, food trends, and culinary techniques.