

Meesha Halm

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Profile

A digital storyteller and project manager with 15+ years of experience; deep connections in food, lifestyle and media industries. Currently seeking a full-time or long-term contract role within a forward thinking and fast-paced organization.

Professional Experience

Founder, Culinary Moxie

1999 - Current

Culinary Moxie offers editorial, publishing, and project management for traditional and digital media

COOKBOOK PUBLISHING

- Work with clients (celebrities, chefs, entrepreneurs) for the entirety of the cookbook publication process; full service offering inclusive of proposal writing, pitching, copywriting, production (including photography and book layout in InDesign) and recipe testing, book launch, and ongoing marketing efforts on over 35 books
- Manage a team of ~5 for cookbook projects, working within 18-month project timelines with clients
- Latest projects include Michelin Green Guide to San Francisco, The Foreign Cinema Cookbook, and Sous Vide Made Simple
- Clients include HarperCollins, Ten Speed Press, Abrams, Chronicle Books, Zagat Survey, and Weldon-Owen. Best-seller Sous Vide at Home, now in its 7th printing and has remained #1 Best Seller in the Professional Cooking category on Amazon since its launch

DIGITAL MARKETING

- Develop editorial calendars, content strategies, and content management systems (CMS), as well as brand voice/style guidelines for blogs, websites, social media, apps, and databases for food, wine, travel, and lifestyle verticals; use Google Analytics, SEO rankings, and other reporting tools to analyze campaign efficacy
- Create branded content (social media, video, etc) for clients, managing editorial freelance teams, content calendar and strategy (\$15K to \$100K projects); clients include Google, Glam Media, The Food Network, Bravo, Tastemade, KQED, and Nourish
- Concurrently manage multiple projects with writers, remote freelancers, designers, media specialists, and production staff to deliver to completed projects on deadline and budget
- Consult with current and aspiring writers on storytelling and writing techniques; help publications create and manage fully-fledged editorial teams

EDITORIAL

- Write articles and work as a boots-on-the-ground reporter for local and national food publications, such as Mashable, Food Network, Bravo, Zagat, Tasting Table, Industry Standard, etc

Content Strategist & Copywriter, Uber Eats | Culinary Moxie

San Francisco, CA

June 2018 - November 2018

Contractor for Uber Eats, an online food ordering and delivery platform launched by Uber in 2014

- Worked within the CRM marketing team, writing lifecycle communications and brand campaigns designed to increase conversion and build brand loyalty for 3 cohorts: Consumers, Business Partners (drivers/couriers), and Enterprise (restaurants)
- Wrote in-app messaging, onboarding materials, form emails, conversion campaigns, etc, creating onbrand materials that executed on diverse business goals.
- Aligned on projects within a fast-paced team of ~5, seeing writing projects through from conception/brief to approval from different departments (legal, marketing, etc)

Storytelling Consultant, Tasting Table DINE Mobile App

San Francisco, CA

2014 - 2015

A curated restaurant finder that makes it easy to find the perfect restaurant for any occasion.

- Selected as a "Tasting Table Influencer," making restaurant recommendations for app users on the geo-driven Tasting Table DINE restaurant app (1M+ users)
- Managed social media channels (1.5M Followers), including content creation and publishing schedule
- Traveled locally, nationally, and internationally in search of amazing stories; wrote blog posts, articles, and newsletters (2M subscribers)
- On-camera storyteller and video producer, creating 3-5 minute videos for use across platforms

Digital Marketing Consultant, Tastemade

San Francisco, CA

September 2014 - September 2016

Tastemade, Inc. a video network that offers food and travel related programming for millennial audiences.

- Shaped and directed all social media marketing efforts and campaigns; established program calendar and increased Facebook page reach from 0 to 28K followers in 9 months
- From 2015-2016, leaderboard producer for over 180 in-app videos; creating shorts about specific restaurants, chef profiles, dining experiences, etc
- Scouted, scripted, and produced longer format episodes for Flagship & Travel channels (1M views)

Senior Editor & News Writer, Zagat & Google

San Francisco, CA

August 1999 - September 2013

- Spearheaded Zagat's 30 Under 30 Awards, a restaurant industry red-carpet awards ceremony honoring 50 visionaries in the restaurant and food industry; crafted multimedia package that has since been replicated in 10 other cities
- Initially brought on as a part-time writer for the annual Zagat Survey Bay Area Restaurant print guide; promoted within 1 year to manage digital content and editorial process of a team of 5
- Commissioned, curated, and wrote cross-channel daily blog posts, long-form copy, chef profiles, multimedia packages, and newsletters for G+ and Zagat.com, with average views 1M+

Senior Producer & Restaurant Critic, Microsoft

San Francisco, CA

February 1996 - July 1999

- Directed team to build and scale a searchable evergreen database of over 1,000 restaurants and wineries; recruited and managed a 4-person editorial staff, as well as a mobilizing network of freelance writers and photographers
- Lead restaurant critic during tenure, writing weekly long-form restaurant reviews; authored Sidewalk Offline Restaurant Guide (1997)
- Managed the daily content workflow, production, and budgets of the Restaurant and Travel channels for Sidewalk.com, MSN's online city guide, which drove 55% of overall traffic to the site

Technical Skills

- iMovie, Adobe Premiere Pro and Adobe InDesign
- Content Management Systems (in-house and external), including Blogger and WordPress
- Slideshow, MapMaker and Google Analytics

Education

Wesleyan University
Bachelors of Arts, English

California Culinary Academy
Accredited 18-month culinary degree

References Available Upon Request