

Anna Sulan Masing

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PROFILE

Over the last decade I have cultivated a portfolio career balancing writing and journalism alongside international project management. I have a doctorate exploring identity through storytelling and food.

I am commercially driven and strategic, with over 13 years' experience in the corporate, arts and hospitality industries, delivering a range of projects including internal and external communications strategies, brand development and managing small to large-scale events.

I am a divergent thinker and my strengths are in analysis, building relationships, and developing creative strategy.

JOURNALISM

Freelance

January 2015 - current

Contributing editor: Stylus

Regular contributor: Eater London, CODE Quarterly, At The Table magazine.

Contributed to various publications, including: Yes & No magazine, Good Things magazine, SUPPER magazine, Yauatcha Life, CODE Hospitality, Media Diversity, Munchies.

Sub-editor for The Times & The Sunday Times online: 2006 - 2009

Stylus | Head of Food & Beverage and Hospitality & Travel

February 2018 – January 2019

Global trends forecasting media company

Editorial role. Managing editors in London and New York office, plus a team of internationally based freelancers. Commissioning and developing content for a global audience which includes agencies, hotel brands and design companies. Content driven by understanding consumer attitudes and lifestyles, with an eye on luxury and how trends can trickle down to a wider consumer base.

ONGOING PROJECTS

Voices At The Table | founder

Launched April 2016

Co-curate an evening of readings and performances around food; bringing together an eclectic mix of voices across the literary, performance and food worlds. Speakers have included food writers Rachel Roddy and Fuchsia Dunlop, historian Annie Gray, Michelin starred chef Andrew Wong and actor Katie Leung.

TMRW project | founder

Launched November 2014

Focusing on the hospitality industry, the TMRW project finds ways to support, develop and grow talent in this sector. This involves culinary events, panel discussions, and developing support networks. We work and collaborate with leading people and organisations within the industry. Podcast launching February 2019.

AMP | founder*Launched November 2018*

'A Meeting Place' is an online 'zine amplifying women's voices in food with a lens on sustainability. Founded alongside fellow food writer Victoria Stewart and chef Romy Gill. Instagram @ameetingplace

STRATEGY AND MANAGEMENT**A+F Creative | Creative Consultant***January 2016 - current*

Developing brand, marketing and PR strategy, predominantly within the hospitality industry. This has included the launch of the new London wine bar *Diogenes The Dog* and restaurant *LASSCO bar & dining* in an antique shop in Bermondsey; developing Honey Spencer's international food & drinks concept *Bastarda*; working with the *Estonia Tourism Board* to develop events in Paris, Shanghai and Tokyo on the country's food and restaurant scene; curating European symposium *SAUCE Forum*.

Aqua Restaurant Group | Communications Manager*March 2016 – December 2016**International Restaurant Group*

Responsible for the communications for the four London based restaurants, including writing blogs and newsletters, managing communication and social media strategy, and reporting on communication campaigns, reviews and business effect.

Herbert Smith Freehills LLP*November 2006 – March 2016**Global corporate law firm, spanning over 18 countries and 24 offices.***Global Alumni Executive***October 2012 – March 2016***Alumni Executive***April 2010 – October 2012***Alumni Assistant***November 2006 – April 2010*

I joined the firm to start the Alumni project, one of the first corporate alumni networks in the UK. The Alumni team were a globally external-facing team, and had to be mindful of regional cultural differences.

- *Brand development:* Alumni were seen as Brand Ambassadors and were current or future clients. I developed and implemented events and communications strategy (online, social media, and print media) to enhance the firm's brand.
- *Project management:* Project manager for a new software platform implementation which was a sophisticated database and dynamic website to sync across three databases/CRMs. This included researching global providers, writing the Request for Proposal, managing the re-branding process, being the key contact for the provider. Managed the team's annual budget.
- *Relationship building:* I liaised with BD and HR teams across the firm to ensure growth and development in the alumni community that was aligned with the firm's strategic business goals. I developed strategy to increase engagement from the network, through analysis of the alumni community. I developed relationships with external providers and was asked to speak at international conferences and on expert panels regarding building meaningful networks.

EDUCATION

Doctor of Philosophy, London Metropolitan University

2009 – 2013

Bachelor of Arts, London Metropolitan University

2001 – 2004