



## MICHELLE WANG

International Marketing Specialist  
Forest Products  
NC Department of Agriculture and  
Consumer Services

## SCHOOL

BS Textile Sciences and Engineering  
Soochow University  
MS Textile Marketing  
University of North Carolina  
Greensboro

## FAVORITE PART OF THE JOB

"I like meeting new people and seeing how I can connect with new companies, partners, and stakeholders. I also enjoy travelling and discovering new places."

## WHY FORESTRY?

"I am passionate about agriculture. I began working with row crops and an opportunity became available to work with wood products. In this market I can connect directly to a wider variety of buyers all over the world."

## ADVICE

"Be open minded to unexpected opportunities and always be curious."



# INTERNATIONAL MARKETING SPECIALIST

**INTERNATIONAL MARKETING SPECIALISTS WORK TO CONNECT PRODUCTS AND SERVICES TO WORLDWIDE MARKETS.**

## RESPONSIBILITIES

- Identify and develop international markets, then market NC products to those markets to maximize their value
- Discover, introduce, and promote alternative products export opportunities to international markets
- Increase export sales by participating in international trade shows and trade missions
- Create messaging using regionally or culturally appropriate language, graphics, print, and social media marketing
- Establish and maintain domestic and international relationships with, industry, research institutions, regional and national associations, and buyers

## EDUCATION AND EXPERIENCE

- Bachelors degree or higher in a preferred field
- Experience relating to imports/exports, agriculture, international business is beneficial

## AVERAGE SALARY

- National average \$63,000 (reported by ZipRecruiter) Variation in data, dependent on experience/organization

## SKILLS NEEDED

- Strong communication and relationship building skills
- Ability to travel and understand international business and cultures (multilingual is helpful)



photos by M. Wang