

Michele Lau

Product Specialist | Television Host



HIGHLIGHTS:

Over 20,000 hours of live, unscripted, on-camera television experience
Over 25,000 products of all category types

Meet Michele Lau

Product Specialist | Television Host

www.michelelau.com

With a natural curiosity, enthusiastic attitude and love of people, Michele is a natural Television Host. Her passion is to help empower the viewer by educating them to make smart lifestyle choices.

Her extensive knowledge and diversified experience has been a key factor in the development of a dedicated audience. Her broad appeal currently rates her in the top percentage for attracting new customers daily. She has over 20,000 hours of live, unscripted television experience.

Michele has been in front of the camera since she began her media career at 16 years of age. She has appeared in major magazines, newspapers, television commercials, industrial training videos, news segments, infomercials and television shows.

A popular and persuasive presenter, Michele is recognized as a leader in the television shopping and direct response industry. She is sought out for her expertise in communicating the appeal of everything from jewelry to cosmetics, electronics to cooking and more. She travels to industry trade shows and has witnessed the manufacturing process of many of the items that she presents first hand.

She has worked with and interviewed hundreds of celebrities throughout the years, including: Suzanne Somers, Susan Lucci, Leeza Gibbons, Wolfgang Puck, and many more.

Some of her on camera and industry credits include:

- Shopping Channels including: TheShops.tv, TVSN Australia, JTV, HSN, The Jewelry Channel and GemsTV.
- CBS, FOX, PBS, and satellite television.
- Five infomercials, all with principal parts.
- Morning Show Media Tours
- Merchandiser and sales trainer for 250 retail stores nationwide.
- Conducted sales trainings and seminars across the country.
- Owned advertising and marketing firm whose client list included such companies as Century 21 and General Mills.

Michele's devotion to the viewer brings an energy that only someone with her experience can deliver. Michele has built a reputation for honesty and integrity that are projected in her on air personality.

You can reach Michele at 813-992-5902 or email her at michelelau@me.com.

Michele Lau
AJP | DCA

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2015-Present THESHOPS.TV Minneapolis, Minnesota

Digital Shopping Host - National Broadcast

Digital on-demand streaming videos. Unscripted and spontaneous. All product categories.

2010-2015 JEWELRY TELEVISION/ACN Knoxville, Tennessee

Television Shopping Host - National Broadcast

Morning Show Host with interactive digital format. Grew morning followers through Facebook to nearly 6,000. Two to four hour show, four days a week, live and unscripted.

2008 – 2010 GEMS TV USA Reno, Nevada

Television Shopping Host – National Broadcast

Reverse drop auction format. Four hour show, five days a week, live and unscripted. Fast paced, fun style. Assisted in vendor and affiliate relations.

2007 – 2008 THE JEWELRY CHANNEL Austin, Texas

Television Shopping Host – National Broadcast

#1 revenue producing host. Assisted in launch, recruitment, marketing, training, and overall development of the channel. Five hour show, five days a week, live and unscripted. Hosted documentary about Bangkok jewelry making.

1996 – 2007 HOME SHOPPING NETWORK St. Petersburg, Florida

Television Shopping Host – National Broadcast

Prime-time host on America's Store, presenting all categories: electronics, home, fashion, cooking, jewelry, fitness, beauty, sports and collectibles. Over 25,000 products in inventory. Three hour show, five days a week, live and unscripted. Consistently one of top three sales producers, number one in new customer counts.

1994 – 1996 SKYVISION Fergus Falls, Minnesota

Television Shopping Host – Worldwide Broadcast

Presented electronics in a hour-long show produced monthly and run daily. Featured items from surround sound systems to satellite equipment. Within two years, we took the Company from 30 people to approximately 300. Unscripted. The show was looped and rotated consistently all month long. Regularly featured in Satellite Weekly Magazine.

1994 – 1996 MINNESOTA VOICES Minneapolis, Minnesota

Host and Producer – FOX Affiliate

A half-hour FCC-friendly magazine news format that ran on Sunday evenings at 10 p.m. Our ratings consistently rivaled competing stations evening news broadcasts. Because of our success, FOX invested in a full-blown newscast which is on the air today.

1986 – 1994 AFTERNOON MIDWEST Minneapolis, Minnesota

Co-Host and Producer – CBS Affiliate

A regionally aired, one hour live talk show that ran Monday through Friday from 5:30 P.M. to 6:30 P.M. Viewer interactive with a different feature each day: Home Helper, For Pet's Sake, Doctor's House call, Newsday, and On the Rail. Approximately 2,500 hours of live interviews and viewer participation.

Additional Media Experience:

Media Tours - BehindtheBuy.com - Lifestyle Editor - Host

Jewelry Expert - Yahoo!Finance - Contributor

Travel Show – USA Network Host

Venture North – PBS Regional Host

The Great Minnesota Shop-In Host

Sale-A-Bration Telethon Host

Sports Week With Stretch and Z Recurring Principal

Minnesota Department of Tourism Principal

Voiceovers:

Jewelry Television Principal

GemsTV USA Principal

The Jewelry Channel Principal

Design Concepts Principal

HSN - What to Watch Principal

Bennigan's Principal

Crystal Ski and Patio Principal

Gabe's by the Park Principal

Jiffy Lube/Schuler Shoes Principal

Midwest Water Sports Principal

Dockside WaterSki Principal

The Wedding Guide Principal

The Wedding Expo Principal

Infomercials:

Mathew Lesko Principal

Nordic Track Principal

Jose Eber Celebrity Hair Principal

Gripitz Exercise Equipment Principal

Pewter Christmas Ornaments Principal

Industrials:

Pillsbury Principal

General Mills Principal

Target Corporation Principal