

content strategist - manager

HONG NGUYEN

graduated from Hochiminh economics university in 2004, i have been working for nearly 20 years in many roles, including documentation clerk, commercial team leader, **copywriter**, business development, marketing, and brand manager. in 5 recent years, i have focused on digital marketing which uses content as a key weapon to achieve marketing goals, whether they are awareness, interest, engagement, or conversion.

FEATURES

my advantages



write smart

do you know that 91% millennial premium shoppers use at least one beauty services to improve their appearance?

i don't write brilliant and flowery words. my content is crafted for the audience based on their insights.

simple ~~creative~~
effective

most content writers mention their creativity, which is essential to this kind of job.

i, from experience and experiments, tend to create **nice** content that works.

deeper

expertises in marketing and brand strategy allows me to have a deeper view and knowledge to motivate and lead the team



WORK HISTORY

before making a surprising twist to the education field at **Hooray**, i have collected 2 valuable years working for **Dalat Hasfarm** as their digital marketing and brand communication manager.

the most inspiring and challenging (suffering, literally said) was when i worked as **copywriter leader** for **Yo Media**, a digital agency in 2019. though it was like a love at first sight which ended quickly, i had enjoyed my time there with my young & dynamic team-mates.

a start-up, **The An Home & Garden**, was my kick-off shot into this marketing world fully. i had dedicated both my body and mind to this green home from 2017 to 2019.

how about the years before 2017? - as a freelance writer. sound not appealing? yup, hidden gem is the most wanted one.

S K I L L S

brand strategy from A to infinity

photoshop / illustrator / premier / and canva, yes, i am making this cv by canva.

SEO writing, but please do not ask me about technical coding

wordpress, not only for publishing posts, dear.

organization and research

data studio

want to know more?

[visit my website](#)

blogs, portfolio, resume, all you can find there.

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