



HOANG NGUYEN

SENIOR COPYWRITER

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Creative Portfolio:
[Click here](#)

EDUCATION

VAASA UNIVERSITY OF APPLIED SCIENCES
Bachelor in International Business
GPA: 4.0/5

LE HONG PHONG HIGHSCHOOL
FOR THE GIFTED, HO CHI MINH
Major: Mathematics

WORK EXPERIENCE

SENIOR COPYWRITER

Dentsu Creative Vietnam
09/2023 - Present

- CONCEPT DEVELOPMENT: for 360 campaign, digital campaigns
- CREATIVE EXECUTION: craft TVC, manifesto, digital engagement, content
- CLIENTS: Mirinda, Cetaphil Baby, Boss Coffee, Sika

SENIOR CREATIVE CONTENT SPECIALIST

BAEMIN Vietnam
02/2022 - 08/2023

- CAMPAIGN PLANNING: Develop communication framework and social strategy for BAEMIN campaigns: sale event, in-app engagement, sub-brand launching.
- CONCEPT & EXECUTION: Co-lead creative process from concept development to content execution. Manage all BAEMIN social channels.
- HIGHLIGHTS: BAEMIN BIRTHDAY

COPYWRITER

Carnival (a Circus Digital agency)
11/2020 - 01/2022

- CONCEPT DEVELOPMENT: build concepts for IMC campaigns, digital campaigns and social outreach campaign.
- CREATIVE EXECUTION: craft TVC / short films / gameshow scripts, microsite content, social content, KOL briefs.
- CLIENTS: Coca-Cola, Nutriboost, Berocca, Antibio Pro, Tiki, Chubb Life
- HIGHLIGHTS: 7 MMA awards - 1 Creative Agency, 1 Gold, 2 Silver, 2 Bronze