



-

100% ME, NOT A DEEP FAKE AI

- A copywriting soldier, born as a big brother who luckily carries pencils to make eleven siblings proud of me in an ad battlefield rather than an assault rifle like my great-great grandpa in the Vietnam War.

-

WALK IN HUMBLE

- Trainee Copywriter at Grey New York // April 2019 - Present.
Brands: AARP, Applebees', Invesco.

WALK OUT EXPERIENCES

- Trainee Copywriter at Lola Mullenlowe Madrid // January - March 2019.
Brands: Burger King, Cabify.
- Trainee Copywriter at Ogilvy Japan // October - December 2018.
Brands: Glade (Cannes Lion pitch), IBM, Refugee International, Olympus, D&AD, Tang, NFL International, Snapchat.
- Trainee Copywriter at Leo Burnett Vietnam // May - August 2017.
Brands: Samsung, Yomost.
- VP MarComs at AIESEC HCMC in Vietnam // December 2016 - March 2017.
Lead and develop 14 creatives to work on 5 social projects which reached over 6 million organic reaches with a budget less than 50\$.
- VP MarComs at TEDxNguyenHueStr and TeamXHCM // December 2016 - March 2017.
Lead and develop 25 creatives to work on promotional campaigns for the first TEDxWeek in HCMC & Open Innovation event to achieve 5000\$ within 5 months, with a budget less than 100\$.

-

WE-AWARDS

- Pencil - Experiential - One Show Young One 2019 - Burger King.
- Merit - Integrated - One Show Young One 2019 - Burger King.
- Merit - Design For Good - ADC Young One 2019 - Monotype.
- Merit - PR - Vietnam Young Lion 2019 - Nestle.
- Gold - Integrated - Vietnam Young Spike 2017.

-

ME EDUCATION

- 2017 - 2019 // Diploma Copywriting, Miami Ad School Hamburg.
- 2014 - 2017 // University of Finance & Marketing in Vietnam.