

# KIM TRUONG

## \_COPYWRITER

### [EDUCATION]

#### **Copywriting Diploma**

Miami Ad School, New York, NY

#### **Master of Accounting**

University of Hawaii at Manoa, HI, U.S.A.

#### **Bachelor of Business Administration**

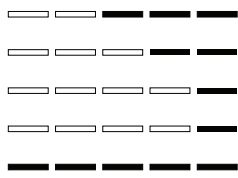
University of Hawaii at Manoa, HI, U.S.A

#### **International Exchange Program**

University of Seoul, Seoul, South Korea

### [SKILLS]

#### [Software]



Photoshop

Miro

Figma

Notion

Microsoft Office

#### [Languages]



Vietnamese

English

Korean

Mandarin

### [AWARDS]

#### **ADDY**

**Summit Creative Awards**

**DDB Worldwide Contest winner**

**Golden Award of Montreux Finalist**

### [EXPERIENCE]

#### **Freelance Copywriter (2019 - Present)**

**Multiple clients**, Canada & Vietnam

Working on rebranding and social campaigns for clients in various industries: luxury real estate, NFTs, online shopping, etc.

#### **Senior Copywriter (2020 - 2021)**

**Oliver Agency/Ustudio**, Ho Chi Minh City, VN

Created digital and 360 campaigns for Unilever Vietnam Brands: Vim, TRESemmé, Vaseline, Pond's, Dove, etc. Won Vim and Vaseline accounts

#### **Associate Creative Director (2019)**

**MAC Media**, Ho Chi Minh City, VN

Led teams of writers and designers on digital campaigns with tight budgets and deadlines

Brands: Pocari Sweat, TOA, AQUA, Ca Phe Pho, Simply Oil, Vinhomes, etc.

#### **Junior Copywriter (2018)**

**Target Marketing and Communications**, St. John's, NL, CA

Worked with the team to develop and presented ideas and copy for Newfoundland & Labrador Tourism 360 national campaign

#### **UX Copywriter (2016 -2017)**

Multiple clients, U.S.A.

Worked with designers to develop websites

Clients: Language Services Hawaii, Blue Pacific, ArtBound Initiative

#### **Copywriter Intern (2016)**

**Ogilvy & Mather**, New York, NY, USA

Developed ideas and wrote copy for Motorola, Lenovo, vitaminwater, Childhood.org, Bristol Myers Squibb and Aetna

Participated in client meetings to pitch our ideas

Shot a print and social campaign for Motorola

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