

NGUYEN THAI THU HANG

Copywriter | Concept Leadership & Creative Direction | Ho Chi Minh City

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PROFESSIONAL SUMMARY

Copywriter with 10+ years of experience developing creative concepts and leading them from idea to execution, including building and pitching ideas both internally and to clients. I've built brand voice systems from zero, led and mentored a marketing team, and delivered investment-grade recommendations that required selling an idea to senior stakeholders. Comfortable taking ownership of a concept's direction while collaborating closely with art and creative partners.

CORE SKILLS

Concept Development & Leadership: Developing creative concepts and campaign ideas, leading them from idea through execution

Idea Pitching & Persuasion: Presenting and defending creative and strategic recommendations to internal and external stakeholders

Brand Voice & Tonality: Building brand voice and tonality from zero for multiple client brands

Team Leadership & Mentoring: Recruiting, training, and supervising team members as Assistant Marketing Manager

Multi-Format Copywriting: Scripts, social content, editorial, campaign concepts

Bilingual Creative Writing: Native Vietnamese, fluent English

EXPERIENCE

Ever Lasting Fabric | Copywriter & Content Lead (Remote) | 2025 – Present

- Own copy direction across SEO blog, Pinterest, Instagram, Reddit, and LinkedIn for a premium US home lifestyle e-commerce brand, from concept through execution.
- Write conceptual, scroll-stopping headline copy, for example: “French girl bedroom isn't decorated. It's curated.” and “Your Pajamas Should Match Your Aesthetic. Do Yours?”
- Write Instagram captions using identity-led framing, for example “What Your Bedding Color Says About You,” which consistently outperforms product-first posts.
- Write long-form editorial content with sensory, narrative opening lines, scoring 97-100/100 on Shopify's UX and SEO system.
- Write LinkedIn thought leadership content (carousels, polls, articles); the “Millennial Gray Is Dead” carousel reached a 48.68% engagement rate and 44.74% CTR.
- Write 3 daily Reddit community comments in a native, non-promotional tone, building credibility as a trusted voice rather than a brand.
- Concept and pitch content ideas for 10+ creators and collaborators, coordinating full-cycle briefing and review.
- Results: 8.45M weekly Pinterest reach, 8.32% Instagram engagement rate, +206% revenue growth.

Nail Brand (Singapore) | Ad Copywriter (Freelance) | 2025 – Jul 2026

- Wrote and tested ad copy and creative for Meta campaigns, iterating weekly based on performance data.
- Wrote captions and copy for daily branded Instagram content (feed, stories, reels) alongside the ad campaigns.
- Results: 47,493 weekly views, 13,891 accounts reached (+39.7%), 74.8% reach from non-followers.

Matcha Vibe | Brand Voice & Concept Lead (Freelance) | 2025 – Jul 2026

- Led creative concept development from a single cultural insight, shaping it into a full campaign concept, content structure, and brand voice before writing a single piece of copy.
- Named and developed the “Hoc & Thuong” (Learn & Taste) campaign concept, repositioning the barista as a trusted educational voice rather than a salesperson.
- Wrote and directed a 10-episode scripted video series frame by frame: hooks, on-screen text, transitions, SFX notes, and CTAs, leading production from concept through final delivery.
- Planned and executed a 3-month content calendar across TikTok, Instagram, Facebook, and Threads.

IgniteXL Ventures (Singapore) | Externship | Oct 2024 – Dec 2024

- Researched and evaluated 50+ beauty and wellness startups against an investment rubric, mapping competitive positioning against The Ordinary, SkinCeuticals, and Drunk Elephant.
- Built and pitched an investment recommendation for BeautyStat to senior leadership, integrating CAC, LTV, and retention metrics into a persuasive case.

Thao Duoc Viet Co. | Marketing Executive / Assistant Marketing Manager | 2015 – 2022

- Led the marketing team as Assistant Marketing Manager, recruiting, training, and supervising direct reports.
- Wrote brand copy and led creative direction across print, event, and consumer materials in Vietnamese and English for 7 years.
- Wrote scripts and event copy for a 1,000+ person livestreamed production and a brand positioning event drawing 600-800 attendees against 400 planned.
- Built full-lifecycle product launch playbooks (pre-launch, activation, sustain), pitching concepts internally before execution.

ADC Ltd. | Marketing Executive | 2012 – 2015

- Wrote brand and campaign copy driving 35% sales growth and a 12% margin improvement, expanding brand reach from 20 to 50/64 provinces.
- Wrote copy for client seminars and trade activations, doubling revenue from educational engagement.
- Wrote website content as part of a redesign that increased organic traffic by 30% and SEO clicks by 40%.

EDUCATION

James Cook University, Singapore | Master of Business Management, Creative Marketing | Graduated March 2025

University of Economics and Finance | Bachelor of Business Management, Marketing | 2015 – 2017

PORTFOLIO

app.notion.com/p/Copywriting_Portfolio_HangNguyen_Flora-36d9fba8145c8093a65ce64c213e1d93