

AN TRINH

SENIOR COPYWRITER

Portfolio: an-trinh.com

I do the ideas and the words.

Born in the **heat**. Living in the **cold**.

Grew up on a **one-hit wonder**. Hoping I'm not one.

EXPERIENCES

OGILVY, VIETNAM

SENIOR COPYWRITER, Jan 2020 – Aug 2022 | COPYWRITER, Nov 2017 – Jan 2020

Developed and executed integrated campaigns across a diverse range of brand voices, including multiple pitches won.

Led team of content editors, art and copywriter interns.

Created TVCs, digital films, prints, OOHs, social content and breakthrough activations.

Brands include:

- Kimberly-Clark (Kotex)
- Sabeco (Saigon Beer, Beer Saigon Chill)
- Samsung (Galaxy Note)
- Unilever (Comfort, Sunlight)
- Nestlé (Nestea)

HAPPINESS SAIGON, VIETNAM

COPYWRITER INTERN

Sept 2017 – Nov 2017

Captivated by advertising's ever-evolving nature and its power to shape culture.

Gained momentous clarity on my career goal to become a multidisciplinary creative.

SBS RADIO & TELEVISION NETWORK, AUSTRALIA

INTERN

Dec 2016 – February 2017

Built non-political, newsworthy stories. Edited scripts for radio broadcasting.

Wrote and produced video content that became the most-interacted videos on SBS social media platform.

FREELANCE

WRITER, TRANSLATOR

Dec 2016 – Nov 2017

Wrote, edited and translated PR articles for AO Art Show, Milo, Singapore Tourism Board & Zouk Singapore.

Translated part of Tony Robbins's book - MONEY Master The Game.

AWARDS

VIETNAM YOUNG SPIKES 2017 – Finalist

RMIT [BRAND STORYTELLING] STUDENT AWARD 2017 – Gold

HUMBER AD STUDIO STUDENT AWARD 2022 – Gold

EDUCATION

RMIT UNIVERSITY, AUSTRALIA

BACHELOR OF PROFESSIONAL COMMUNICATION

Dec 2014 – Nov 2017

IELTS 8.5/9.0

Fascinated by the power of copy. Discovered that 'Copywriter' is a job. Set out to become one.

HUMBER COLLEGE, CANADA

POSTGRADUATE IN ADVERTISING

Sept 2022 – April 2023

Pleased to meet you. How can I help?

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