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TONY
Nguyen

Midweight Creative

In a nutshell

I'm a creative lead and content strategist with a knack for impactful concept development and video storytelling. Telling the untold stories of marginalized and grassroots communities. My specialty? Ideation, content strategy, copywriting, screenwriting, all things social media and digital. Outside of work, I'm a budding DJ, part of a music collective, and working on my first documentary film.

Experiences

Creative Content Strategist @ Shape History **July 2021 - Present**

Conceptualized for international campaigns and specialized in video storytelling and copywriting.

Notable achievements include a Purpose Award nomination for a campaign that gained parliamentary attention, directing an animation screened in Trafalgar Square securing press in LBB, and concepting an international campaign featuring Olivia Colman.

Digital Specialist @ Algorhythm **October 2020 - July 2021**

Broke LinkedIn engagement benchmarks by over 1000% on a behaviour change project. Managed social media content and paid ad campaigns, and copywriting for big brands from Revolution beauty to World Health Organization audits.

Creative Lead @ SlantedPress **August 2017 - July 2019**

I spearheaded the planning, development, and orchestration of compelling content across diverse categories including emerging music scenes and social issues. My strategic and creative endeavours not only amplified the magazine's visibility but also established a solid foundation for its community.

Education

Bachelor of English @ University of Nottingham **September 2015 - 2018**

Embarked on a holistic exploration of English studies, delving into a spectrum ranging from applied linguistics to contemporary literature; I harnessed my creative writing skills in both fiction and poetry, mentored by accomplished authors and poets.

Nottingham was where I refined my abilities in storytelling, critical analysis, and content creation, preparing me for a dynamic career in content strategy and creative narrative writing.