

HARRY TRUONG

COPYWRITER/STORYTELLER

KEYS TO SUCCESS

- Use 10+ years of advertising and marketing experience to create content for global brands like Netflix, McDonald's, Herbalife x Cristiano Ronaldo, Lexus, Grammy-winner Emily Bear, and Wells Fargo
- Build brand identities by maintaining consistent tone and voice
- Write persuasive, engaging, and on-brand copy for digital content including apps, websites, emails, banners, and social media
- Collaborate with marketing teams to create well-timed campaign journeys that engage a diverse set of personas
- Enhance user experience and fan & community engagement
- Contribute to development of content calendars to ensure copy aligns with brand events, initiatives, and marketing campaigns

EXPERIENCE

HERBALIFE

Copywriter II

Los Angeles, CA
Nov. 2018 - Present

- Created product-focused campaign journeys for Cristiano Ronaldo (2MM+ likes, 13.8K+ comments), Chicharito (LA Galaxy), Asian and Pacific Islander Olympians, and Herbalife-sponsored athletes
- Write persuasive and engaging copy for ecosystem of apps (ex. WhatsApp), app store descriptions, event location notifications, enrollment info, etc.
- Enhanced user experience by maintaining brand identity on core digital assets; wrote rebranded copy for home page, product descriptions & benefits, apps, social media and new brand guidelines
- Created SEO-optimized content for social media and blog; wrote best-performing social media entry
- Ensured error-free compliance across all written content through proofreading, editing, legal feedback, and brand guidelines

FREELANCE COPYWRITER

Netflix

Los Angeles, CA | July 2021 - Oct. 2021

- Collaborated with digital marketing team to enhance user experience with anime; created non-traditional digital marketing campaign ft. animated host, N-Ko

Pavelia

Los Angeles, CA | Sept. 2021

- Create longform digital content for Spitfire and Grammy-winner Emily Bear; results: 22k views

Quantasy + Associates

Los Angeles, CA | Mar. 2023 - Sept. 2023

Panda Express

- Create A/B social media test campaign to introduce Panda Rewards program to different personas; created 8 social media videos; 500+ sign-ups

Wells Fargo

- Developed community engagement journey for Lunar New Year campaign ft. social media, calendar narrative, website copy, and measured call to action

Magnolia Insights

Chicago, Il. | Mar. 2017 - March 2020

Nutella Cafe

- Aligned with content calendar to create social media journeys for brand initiatives, upcoming events, seasonal product promotions, and in-store traffic pushes; performed above average in engagement

Parents Against Child Sex Abuse (PAXA)

- Educated parents on how to protect their children by writing extensive prevention guide
- Increased awareness of abuse by creating PAXA's first branded content video

IW GROUP, INC.

Associate Creative Director

Los Angeles, CA
Mar. 2016 - Mar. 2016

- Built integrated national advertising journeys for McDonald's Asian-American (AA) market ft. insight-driven messaging, SEO optimization, and content calendar management; results: McDonald's sales up 5.3%, guest count up 3.9% for AA market
- Created first original Lexus advertising journey for AA market; maintained consistent brand messaging for digital content ft. original website, social media, and banners; results: 3% increase in sales
- Led national integrated marketing journey for new Big Mac portfolio to AA market ft. live community events, TVC, social, and digital content; outperformed national benchmarks for sales by 12%, online video completion rate by 8% (18.85% vs. 10.76%), and engagement rate 13% (22.3% vs. 9.19%)

Senior Copywriter

Mar. 2014 - Mar. 2016

- Innovated McDonald's transparency by creating digital content campaign "Our food. Your questions."; 17M+ views for digital series, increased belief that "McDonald's serves real food" by over 30%, increased belief that "McDonald's is being more transparent about its food" by over 40%; created 5.4B media impressions
- Won new business pitches for Lexus and LA County Fair as creative lead; approx. \$9M in billings earned
- Rebranded LA County Fair for multiple target audiences using TVC and digital content journey ft. :30 TVC, 7+ ep. digital series, and social media; increased target audience attendance and per person spending

AWARDS

Bronze Addy Award
3 Davey Awards
Webby Awards Honoree
Silver IAB Mixx Awards

EDUCATION

University of Texas at Austin

M.F.A Advertising
Minor in Screenwriting
May 2012

B.S. Advertising
Minor in Business Foundations
May 2009

TOOLS

Final Draft
Keynote
MS Office

FAVORITE

Movie:
Ocean's 11
Fusion Restaurant:
Pijja Palace
Concert:
Yellowcard/Something Corporate
Stubb's BBQ, ATX

CONTACT

Truongh3@gmail.com
832.419.3472
Portfolio: HarryTruong.com
Linkedin.com/HarryTruongWrites