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TRACY HOANG

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SUMMARY

Senior level writer with 10+ years' experience in the translation & localization industry, with strong background in developing and executing creative copy concepts for a wide range of clients, in a wide range of industries. Wrote and proofread brochures, newsletters, product releases, and other promotional and public relations materials in Vietnamese.

Worked with variety of top global brand Samsung, LG, Procter & Gamble, Coca-cola, Bombardier, Paypal Vietnam, etc. Freelance Copywriter/Transcreator – long term cooperation with Lingo 24 – one of the largest translation agency worldwide, Transperfect – one of leading US-based translation agency, Expertrans – top 1 Vietnam Translation/Transcreation Agency. Including 5yrs at Upstream Mobile engaged in writing & editing work for Top 3 VN mobile operator MobiFone.

SKILLS AND STRENGTH

Winning combination of left-brain organizational skills and right-brain creativity translates into one-of-a-kind copy that's highly persuasive and utterly engaging.

Exceptional project management, organizational, and problem-solving skills.

Demonstrated ability to transform technical and complex subject matter into engaging, readable copy.

WORK EXPERIENCE

FREELANCE WRITER & EDITOR • JUNE 2007 TO PRESENT

- Edited through all stages, from proofreading to copyediting, in a variety of genres.
- Wrote blog posts, web articles, and magazine articles.
- Wrote copy for 2016 Black Friday pre-print that contributed to the biggest sales day in company history of Uma.vn Furniture Chain stores.
- Wrote and directed the writing of flyers, newspaper tabs, localized catalogs and broadcast for P&G new products launching in Vietnam
- Proofread marketing materials, including magazine, catalogs, sell sheets, press releases and website for variety of localization projects, including High-tech, Health Care and Beauty, Food & Beverage, Medical specialized campaigns. Worked with clients, designers, marketing, production and legal from conception to end.
- Reviewed and fact-checked layouts for typographical and art errors and ensured consistency. Trafficked layouts, tracked all changes and ensured all editorial components submitted to print.

COPYWRITER/ TRANSCREATOR, UPSTREAM MOBILE MARKETING SYSTEM • SEPTEMBER 2012 TO 2017

Industries of expertise include cloud technology, software, healthcare, and education, medical, etc.

High proficiency in SDL Trados, plus Photoshop, Wordpress, editorial writing, blog writing, editing and proofreading, studio photography, website management

EDUCATIONAL BACKGROUND

B.A, International Business Study, Foreign Trade University (Hanoi, Vietnam)

B.A, University of Languages & International Studies (Hanoi)

Certificate for Copywriting skills training program workshop (Marcom Vietnam)

The Digital Guru program - Vietnam Digital Academy

- Organized and wrote descriptive copy for print / radio advertisements.
- Successfully promoted MobiFone's "SMS Millionaire", "Lucky Winner", "Year End Lucky Winner" promos.
- Composed creative advertising copy for catalogs and newspaper print.
- Creating story lines and ideas
- Writing clear, persuasive and original messages, in a very limited space (160 characters) in local language and English
- Managed QA step for all works from other Vietnamese freelancers in the team, proofreading all texts, SMS, marketing materials, radio scripts, brochure, flyer, etc. before published.

PROJECT MANAGER, TRANSLATION SERVICES USA LLC • FEBRUARY 2011 TO 2015

- Proven track record of high quality translation or working as a recognized linguistic resource
- Final Quality check translators' work before returning it to the client. This covers elements like word choice, misspelling, un-translated text, formatting and layout and even questionnaire inserts, scales and coding, etc.
- Understand what a translator's strengths are and if they have the ability to produce the desired style and standard in a translation
- Creating a common glossary of terms to standardize terminology used within the team. Ensure that all participants have access to common terminology lists, answers to questions, and other reference materials