

# SON NGUYEN

Hanoi, Vietnam · 0325665695 · [sonbngn@gmail.com](mailto:sonbngn@gmail.com) · <https://sonbng.com>

## EXPERIENCE

### Freelance Media Producer

2014 - Present

- **Current clients: ChildFund Australia (Comms Consultant), Culmen International (Media & Comms Specialist)**
- Develop and produce creative content in English and Vietnamese for a wide range of clients. Consult and develop social media presence for brands.
- Publish on multiple international news outlets and magazines.

### Communications Officer, USAID EpiC project - FHI 360

Hanoi, Vietnam

2024

- Planned and implemented two communications campaigns about public health.
- Developed key materials, including fact sheets, press releases, and multimedia assets, in response to program needs.
- Oversaw the production of campaign materials through third-party vendors, ensuring compliance with branding and marking guidelines for all project activities.
- Archive and maintain a database of photo and video assets. Assist staff and partners in maximizing the use of these assets.

### Digital Producer, U.S. Embassy in Hanoi

Hanoi, Vietnam

2021 - 2023

- Planned, shot, edited, and published media content for social media platforms.
- Created viral content that attracted over 20,000 new followers within two months and led to increased media coverage and requests.
- Collaborated with news outlets to distribute and acquire content.
- Oversaw the Embassy's social media accounts and website. Analyzed and generated performance reports.
- Managed a comprehensive archive of the Embassy's multimedia assets.
- Provide support for public affairs events.

### Photographer, Fourdozen Inc.

Hanoi, Vietnam

2021

- Produced photography projects for clients from the F&B industry.
- Managed the company's website and YouTube channel.

### Public Information Coordinator, Medical University of South Carolina

Charleston, SC, U.S.

2017 - 2020

- Created branding content (testimonials, TVC,...) for communications campaigns and branding efforts. Produce and maintain video for an award-winning medical library. Monitored and evaluated the content's performance.
- Led media production and distribution efforts for the hospital network during the first wave of COVID-19.
- Provide support for internal communications efforts
- Advised internal clients on project planning and other brand-related issues.

## SKILLS

- Media production: Photography, Videography, and Graphic Design.
- Social media and website management.
- Brand advisory and management.
- Fluent in Vietnamese and English.

## SAMPLES

- For more samples of my work, visit <https://www.sonbng.com>.

## EDUCATION

### Marshall University

Huntington, WV

- *Bachelor of Arts in Public Relations,*
- *Dean's List, Graduated with Cum Laude*

May 2017

## AWARDS AND ACHIEVEMENTS

- **U.S. Department of State** - Mission Honor Award (2022 & 2023)
- **eHealthcare Leadership Awards** – Best Healthcare Content (2019 & 2020)
- **Tribus Award** – Best of Tactics, Best Flyer, Best Social Media Ads
- **American Advertising Federation** - West Virginia's Advertising Award for People's Choice
- **Marshall University SOJMC** - Excellent in Video Production and Outstanding Photographer of the Year
- **Mid-Atlantic Association of College and University Housing Officers** - Academic Excellence Award
- **European Union in Vietnam** - 3rd place, Environmental Photo Contest in Vietnam
- **Universal Postal Union** - 3rd place, UPU's Writing Competition for Young People in Vietnam