

CINDY

NGO

A **storyteller** with agency experience in creating and editing persuasive content for a variety of brands. I thrive in creative atmospheres that foster growth, humor, and wild ideas.

contact

 Philadelphia, PA

 267-250-9215

 ngocindy95@gmail.com

 cindy-ngo.com

 linkedin.com/in/cindyno

skills

TOOLS

Microsoft Word, Google Doc
MailChimp, Microsoft Excel
WordPress, HootSuite,
ContentCal and Asana

WRITING

content calendars, blog posts,
email and marketing campaigns,
social media, whitepapers and
webpages

education

TEMPLE UNIVERSITY, College of Liberal Arts
PHILADELPHIA, PA | MAY 2018

B.A. in English with Latin honors

experience

LENNAR

Contract Copywriter

REMOTE WORK | JAN 2021 – PRESENT

- Wrote real estate copy for house listings in masterplan communities and home collections.
- Using floor plans, virtual house tours and home feature PDFs, created compelling copy that tells the unique property points of each home.

CREATIVE MULTIMEDIA SOLUTIONS

Contract Content/ Social Writer

PHILADELPHIA, PA | OCT 2019 – MAR 2020

- Researched, crafted, and edited engaging content for brands improving the value of their business websites, whitepapers, and other marketing collateral.
- Planned, curated and wrote social media content calendar for clients' LinkedIn, Facebook, Instagram and Twitter.
- Created social media reports for clients that offered recommendations, insights, and monthly performance overview.

COHERE

Copywriting Intern

PHILADELPHIA, PA | OCT 2018 – DEC 2018

- Created and edited written content for campaigns, websites, and email marketing.
- Assisted in the development of creative messaging: brand concepts, taglines, missions, vision statements, brand personality, and more.
- Conducted research for client needs.

CHATTERBLAST MEDIA

Copywriting Intern

PHILADELPHIA, PA | JAN 2018 – MAY 2018

- Generated creative copy for a variety of clients' social media content calendars, including: Facebook, Instagram, and Twitter.
- Implemented a specific voice and tone to fit each of the following client and project's needs: 1213 Walnut, AquaStructure, and Di Bruno Brothers
- Wrote 500-word blog posts for clients and ChatterBlast company blog.
- Edited copy based on feedback from senior member.

KANNAKART

Public Relations and Blogging Intern

PHILADELPHIA, PA | MAY 2017 – DEC 2017

- Wrote 700-1,000 word blog posts and research the deep interweb for quality information.
- Crafted witty and creative 300-500 word product and brand descriptions that will charm customers into purchasing Kannakart's products.
- Create the first three weekly email blasts for Smokin' Hot Solutions, a cannabis marketing agency, on MailChimp for an audience of 300+ people.