

DAVID NG

Los Angeles, CA

503.332.0353

davidng.ng@gmail.comwww.davidngportfolio.com

PERSPECTIVE

The written word is king. Visuals may grab the attention, but it is the written word that delivers the call to action. What I do is not art. It is the calculated construction of copy that evokes and inspires the intended emotion or thought to achieve a branding solution.

Writing is what I do. It is my trade.

SKILLS

- Creative Copywriting (B2B, B2C)
- HTML Coding
- Editing
- Technical Writing
- Video Editing
- Quality Assurance

INDUSTRIES

- Banking
- Education
- Gaming
- Health and Dental
- Non-Profit
- Online commerce
- Professional Sports
- Real Estate
- Technology

KNOWLEDGE

- Branding Strategy
- Digital/Interactive Media
- Mobile Media
- Press Release
- SEO
- Social Media

EXPERIENCE

Content Producer and Editor

Move Inc. // Westlake Village, CA

October 2010—Present

Supported PR department with content creation, editing, and campaign planning. Headed the conceptualization and production of video content.

- + Successfully executed the overhauling of the company's underperforming YouTube channel to achieve Partner Program status.
Before: 165k views in 2.5 years. After: 255k views in 9 months.
- + Repeatedly demonstrated eclectic skillset that included copywriting, HTML coding, search engine optimization, photo editing, video production and post-production editing, webpage layout and microsite design.

Freelance Copywriter and Marketing Consultant

Los Angeles, CA (Formerly Portland, OR)

September 2006—Present

Delivered contract services for clients that have included (but not limited to) IT consultants, gaming, mobile, property investors, non-profits, and professional athletes.

- + Provided creative direction to advance overall marketing strategies and brand representation.
- + Executed various copy styles that have included B2B, B2C, technical, creative, and direct response writing.
- + Demonstrated multimedia capability through broadcast script writing, page layout, PowerPoint presentations, videography, video post-production and website structuring.

Copywriter

February 2009–September 2010

Above Line Media // Los Angeles, CA

Functioned as sole copywriter to start-up online marketing and publishing firm that specializes in performance-based direct response and lead generation.

- + Wrote user-focused copy for corporate websites, emails, newsletters, landing pages and microsites.
- + Spearheaded the creation of information-rich online portals that cater to education-seeking users while achieving maximum search engine visibility.
- + Supported the creative process by renovating design and content approaches and reimagining user experience.

Content Writer

November 2007–September 2008

Quango Inc. // Portland, OR

Strengthened both creative and quality assurance departments of marketing and design agency. Specialized in content creation for clients in industries ranging from health to publications to high-tech to social non-profits.

- + Created captivating and engaging copy for posters, banners, case studies, websites, blogs, and advertisements.
- + Elevated to lead content creator for Quango's press releases and online newsletters.
- + Facilitated and edited weekly promotion updates to Intel.com for Intel distributors.

Internet Marketing Specialist, Copywriter

December 2006–November 2007

Graphic Products Inc. // Beaverton, OR

Performed as sole marketing writer for industrial labeling machine distributor and supplier.

- + Produced online content for product websites and blogs with carefully selected keywords and links to assist in organic search traffic.
- + Provided critical support for marketing team through search engine optimization and overall content creation.
- + Created step-by-step tutorials for company's proprietary software in both digital and physical formats.

EDUCATION

University of Oregon // Graduated June 2006

B.A. in Journalism with focus on Advertising