

ALEX NGO // Copywriter

EDUCATION

Washington University in Saint Louis, Sam Fox School of Design & Visual Arts

Communication Design Major // Writing Minor

May 2019 BFA Graduate.

Danforth Scholars Program scholarship recipient.

EXPERIENCE

Freelance Copywriter

iHire // Frederick, MD // June 2020 – Present

Content writer for employment search platform iHire. Responsibilities include writing career advice articles for company blog. Worked directly with Brand Manager and Marketing Director.

Social Media Marketing Intern

Drive Social Media // St. Louis, MO // Jan. 2020 – Apr. 2020

Wrote copy for ad split-testing and blog posts; audited client social media accounts; engaged with consumers on Twitter and Google Reviews. Uploaded and launched ads on Facebook Ads Manager, and analyzed ad performance using Google Analytics and proprietary ROI tracking software Marketing Milk.

Bar Staff

Open Concept // St. Louis, MO // July 2019 – Dec. 2019

Worked nights at America's first pay-per-hour bar. Gained experience as a bartender, host, bar-back, janitor, dishwasher, and stockboy. Developed skills in crowd management and efficiency maximization. Learned how to play multiple support roles in a fast-moving, high-intensity work environment.

Business Owner

Rusty & Schidty, LLC. // St. Louis, MO // Sept. 2019 – Dec. 2019

Co-owner of part-time landscaping and home repair business. Tasked with cleaning, repairing, and maintaining properties for clients in St. Louis city. Gained skills in project management, household maintenance, landscaping, and amateur carpentry.

Content Coordinator

All-Creators Studio // New York, NY // June 2018 – July 2018

Worked with Project Manager to organize Content Team of entertainment company/talent agency media startup. Researched social media marketing and fan interaction in brands such as BTS and BuzzFeed. Developed ideas for video content aimed to build startup's fanbase. Directed test Twitch streams.

Graphic Designer

Gephardt Institute // St. Louis, MO // Aug. 2015 – Oct. 2016

Worked on Communications Outreach Team to develop brand identities and marketing materials for Gephardt programs such as Investigirls and the Blood Drive. Gained experience pitching creative concepts to non-creative supervisors.

SKILLS

Proficient in Adobe Creative Suite

Proficient in Microsoft Office

Basic Knowledge of Facebook Ads Manager

Basic Knowledge of HTML/CSS

First Degree Black Belt in Shotokan Karate

Working Knowledge of most social media platforms

Working Knowledge of a variety of power tools