

ANH NGUYEN | INSIGHTS. IDEAS. IMPACT.

EXPERIENCE

A4 Communications | Founder & Creative Director (2026 - present)

- Developing an AI-powered executive content engine for a Vietnam-based proptech company, enabling the CEO and CFO to build scalable thought leadership and market presence
- Consulting SME owners and founders on brand strategy, content, AI implementation, and web design to sharpen positioning and turn attention into measurable results

Transmission APJ | Fractional Creative Strategist (2026 - present)

- Supporting B2B clients (TÜV SÜD, Hewlett-Packard Enterprise, Schneider Electric) bridge the gap between high-level creative concepts and through-the-line executions
- Helping Transmission develop and adopt AI-powered creative workflows

VCCP Singapore | Creative Group Head (2024 - 2026)

- Led scalable integrated campaigns for Trip.com, Deliveroo, White Claw, Canon, Cathay Pacific and SPH Media
- Oversaw full content lifecycle for Straits Times' Gen Z platform, using performance insights to refine the strategic approach
- Launched Trip.com's biggest brand campaign in Singapore, featuring over 850 OOH placements and physical activations; the campaign was highly lauded for hyperlocal contextualisation

KVUR, boutique advertising agency | Senior Copywriter and Employee #5 (2023 - 2024)

- Leading conceptual ideation and writing for Hilton, Ascott, ACUVUE®, 3M and Mercer

TBWAMedia Arts Lab Singapore, Apple's bespoke advertising agency | Copywriter & Localisation Lead (2019 - 2023)

- Conceptualised, developed and commissioned external creators to produce bespoke integrated campaigns for 6 APAC markets and global @apple Instagram handle
- Led transcreation for Apple's product launches across Singapore, India, Thailand, Malaysia, Vietnam and Australia
- During Apple's expansion into Vietnam, developed a transcreation framework and hired their first Vietnamese writer
- Applied cultural insights and performance data to shape creative work that connected locally and drove engagement
- Served as the guardian of Apple's tone of voice, ensuring consistent application across multiple languages
- Highlights include first bespoke iPhone campaign in Singapore, top 5 best performing Instagram creator commission and an original Switch to iPhone campaign that was adapted globally
- Initiated, designed and ran the agency's first creative internship program in Singapore

Urban Planteur, gardening e-commerce | Co-founder and Partner (2021 - present)

- Co-leading brand strategy, visual identity, UX, advertising and partnerships from ideation to production

Iris Singapore | Creative (2017 - 2019)

- Launched Starbucks's first in-store AR experience and developed creative toolkits for APAC market adaptations
- Led a high-profile F1 community event for Shell in partnership with Ferrari, which included a social competition and a physical activation that significantly heightened brand engagement during the Singapore Grand Prix
- Built and managed close working relationships with regional clients

Campbell Ewald + Grey NY | Freelance Copywriter (2016 - 2017)

PwC UK | Senior Associate (2012 - 2014)

EDUCATION

The Creative Circus | Copywriting Certificate (2014 - 2016)

University of Bristol | BSc (Hons) in Economics – 1st Class (2009 - 2012)

AWARDS & PRESS

One Asia Copywriter of the Year, Campaign Brief Asia Singapore's Top 50 Creative, Campaign Asia's Creative Minds, Spikes Asia Shortlist x2, Cannes Future Lions Shortlist, ADC Annual Bronze, Creativity International Gold x2 and Bronze, Lürzer's Archive

SKILLS

Languages: English, Russian, Vietnamese

Skills: GenAI tools, Adobe Creative Suite, Canva, Keynote, PowerPoint, Google Slides