

# LACE NGUYEN

Venture Capital PR Manager  
lacenguyen@gmail.com

## EXPERIENCE

### SOSV

Aug 2019 - Present

*US venture capital firm with over US\$850M AUM and five global accelerators*

#### **PR and Marketing Manager, SOSV MOX**

- Achieved a 9x YoY increase in ERNEST score, SOSV's press impact tracking system.
- Frequently placed stories in TechCrunch, Tech.EU, YourStory, Tech in Asia, and Deal Street Asia among other premier outlets
- Brought my network of Southeast Asia-based journalists to SOSV while breaking new grounds for the firm in India, MENA, East Asia and Europe
- Oversaw press campaigns for over 50 portfolio startups, from writing press releases to coaching founders on storytelling
- Wrote extensively about venture capital and entrepreneurship for Tech in Asia, Asia's leading tech publication.

### 500 STARTUPS

Sept 2018 - Aug 2019

*US venture capital firm and accelerator*

#### **Communications Specialist, Vietnam**

- Established 500 Startups as the #1 seed investor in Vietnam and the greater Southeast Asia
- Launched a concerted PR campaign for the firm's first accelerator in Southeast Asia
- Actively pitched and managed relationships with journalists. Secured interviews with premium outlets including Bloomberg, Deal Street Asia, Nikkei Asian Review, South China Morning Post, Tech in Asia, Kr-Asia, etc.
- Created and distributed press releases, blog posts, and monthly newsletters
- Increased website traffic by 250% and new social media followers by 120% compared with the previous one-year period
- Consulted portfolio startups on PR strategy, storytelling and media training.

### ANDUIN TECHNOLOGIES

Oct 2017 - Sept 2018

*8VC-backed legal tech for venture capital. Founded by Joe Lonsdale, co-founder of Palantir and 8VC*

#### **Copywriter and UX Writer**

- Created marketing collaterals for venture capitalists, lawyers, and startup founders
- Created and evangelized the role of the UX writer
- Developed a user-focused content strategy process and effective in-app copy
- Promoted UX writing and content strategy in the broader startup community

### HARPER'S BAZAAR CONTRIBUTOR / FREELANCE JOURNALIST

July 2018 - Present

- Wrote profile articles on fashion insiders, designers, illustrators and entrepreneurs.
- Bylines in Harper's Bazaar, Her World, Hive Life, Jumpstart and Neocha.

## EDUCATION

**Washington University in St. Louis** - St. Louis, MO, USA

Class of 2016

BA, Double Major in Comparative Literature (German) and Marketing

**Bocconi University** - Milan, Italy

Fall 2015

Exchange student