

# Lace Nguyen

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## PROFESSIONAL EXPERIENCE

500 STARTUPS - Ho Chi Minh City, Vietnam Sept 2018 - Present  
*Global venture capital firm headquartered in Silicon Valley*

### Communications Specialist, Vietnam

- Develop and execute the PR strategy for the fund and its startup accelerator program
- Create and distribute content including press releases, blog posts, and monthly newsletters. Increased website traffic by 250% and new Facebook followers by 100% compared with the previous six-month period
- Pitch to reporters, respond to media inquiries, and establish effective relationships with journalists in Asia. Secured interviews with premium outlets including South China Morning Post, Nikkei Asian Review, Deal Street Asia, Tech in Asia, Kr-Asia, VTV, etc.
- Advise portfolio companies on communications: revise pitch decks, craft the founder story, and develop angles for the press
- Deliver the organization's messages by speaking at events, judging startup competitions, and providing information sessions to ecosystem stakeholders. Spoke at Advantage Austria by the Austrian Embassy, Global South Tech, Villanova EMBA tour, CrowdPitch, etc.

ANDUIN TRANSACTIONS - Ho Chi Minh City, Vietnam Oct 2017 - Sept 2018  
*AI-powered legal technology for venture capital investments*

### UX Writer / Copywriter

- Created and evangelized the role of the UX writer
- Developed a user-focused content strategy process and effective in-app copy
- Defined, created and maintained content standards, best practices, guidelines, principles, and taxonomies for various audiences including venture capitalists, lawyers, and startup founders
- Created and maintained all platform copy including microcopy, interaction flows, error messages, notifications, and in-product messaging
- Promoted UX writing and content strategy in the broader startup community.

Freelance Profile Writer July 2018 - Present

- Interviewed and wrote profile articles on designers, entrepreneurs, and celebrities. Bylines in Harper's Bazaar, Her World, and Hive Life
- Wrote the cover stories for the 7th anniversary/July 2018 issue and the Oct 2018 issue of Harper's Bazaar Vietnam.

BLOOMINGDALE'S - New York, NY May 2017 - July 2017  
*American department store chain*

### Fashion Copywriter

- Wrote product copy and technical descriptions according to the style guidelines, the brand's tone and voice, and keyword research for SEO.

ABC CARPET & HOME - New York, NY Dec 2016 - May 2017  
*Iconic luxury interior design store in Flatiron*

### Home & Décor Copywriter

- Wrote product copy and collection descriptions for furniture & décor, jewelry, fashion, beauty & wellness; focusing on the origin, story, and meaning of the product.

## EDUCATION

Washington University in St. Louis - St. Louis, MO Class of 2016  
Bachelor of Arts, double major in comparative literature and marketing, minor in German

Bocconi University - Milan, Italy Fall 2015  
Exchange student