

# Content Writer

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Content Writer is a person who specializes in writing and creating content for media such as websites, blogs, and social networks. This is a field that requires creativity, good research and writing skills to attract and retain readers, as well as achieve marketing and communication goals.



# About the content writer.

## Skills.

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Copywriting **80%**

Design **40%**

Photography **50%**

Videography **30%**



*Lộc Tiên*

## Role of Content Writer

Content Writer need to write social media content that describes products in an attractive and useful way for readers. They need to thoroughly research the topic, target audience, and market trends.

Content writer need to understand SEO to write content optimized for search engines, helping to increase visibility on search platforms. They often work closely with other departments such as design, marketing and product development to ensure the content is aligned with the advertising campaign.

# Portfolio.

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## Copywriting.

Copywriting is writing marketing and advertising content that persuades readers to take a specific action such as making a purchase, signing up for a service, or attending an event.

## Graphic Design.

Graphic Design focuses on using images, text and color to convey messages visually and effectively.

## Photography.

Photography creates eye-catching and vivid photos to attract customers.

## Videography.

Videography helps capture moving images using a video camera.



# What I do.

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## 01 Project.

I have been working on many specialized projects in construction, cosmetics, dentistry, pharmacy and technology.

## 03 Logo design.

I have come up with ideas and designed logos for beauty salons and construction companies.

## 02 Model.

I had the opportunity to model for technology projects.

## 04 Editorial.

I have been editing content for websites and fanpages specializing in the fields of tourism, technology, dentistry, pharmacy, aesthetics and construction.

# My project.

## Editorial.

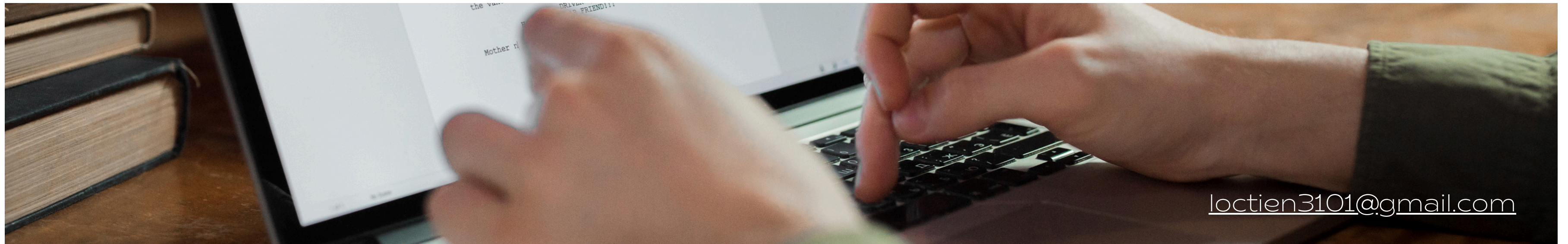
Creating articles on the website that align with the business sector. Researching keywords and structuring articles to optimize search engine performance. Regularly updating new content related to the client's business field to increase engagement and sales.

## Script.

Develop content from trending topics, humorous or unexpected situations. Combine with music and visual effects to attract viewers. Create scripts that align with the brand's style and message, enhancing brand recognition and effectively connecting with the audience.

## Graphic Design.

Use design tools like Photoshop and Canva to create images suitable for each article's content. Having a clear understanding of colors, layouts, and trends helps convey the message to consumers effectively.



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# My Project.

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## Model

I had the opportunity to model for technology projects



**Please  
connect  
with me.**

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