MINH DO

Writer, Editor & PR/Marketing Professional

PROFILE

Project Management:
Strong track record of delivering results, leading diverse teams in marketing, editorial, and software.

Marketing/PR/Branding Strategy:
Adaptable in managing teams with a vision. Experience in managing small and large budgets and teams to gain larger audience reach, using data to track all results.

Editorial:
Love of language. Love to mentor new writers. Dedication to the craft of writing stories.

Product Development:
Agility of mind & experience in working with designers, engineers, writers, entrepreneurs cross-functionally.

CONTACT

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Los Angeles, CA

TOOLS

Adobe Suite: Photoshop, InDesign, Effects
Doc Suites: Word, PPT, Excel, Google
Web: Wordpress, Drupal, Joomla, Storify
Audio: Audacity, Garageband,
Email: Mailchimp, Revue, Substack
Data Analysis: Google Analytics, Meltwater, Hootsuite, Kissmetrics

EDUCATION

Bachelor of Arts
University of California
Santa Cruz / 2002 - 2006

EXPERIENCE

Executive Director of Communications
Vertex Ventures / 2016 - 2020

VC firm with $2 billion AUM, most notable investments: Waze, Grab, Mobike

- Developed relationships with over 200 journalists worldwide to feature Vertex Ventures in over 200,000 articles annually, increasing from 1,000 articles annually
- Launched content strategy, including production of written content from myself and partners (over 100 articles) featuring the vision and status of companies and funds across the portfolio. Tracked all progress with data tools like Meltwater, Google Analytics, Jetpack.
- Designed and launched a new logo, content framework, website, and pitch deck materials used to secure multi-million dollar LP's for our new set of investment funds worldwide
- Proposed, launched, and designed internal communications software platform with technical team, used by all 150 investment professionals of Vertex Ventures globally
- Produced, wrote, and directed video series featuring partners & founders of companies (Samples upon request)

Cofounder, Editor in Chief
Vietcetera / 2015 - 2020

Leading lifestyle and business online media focused on new business

- Built brand, established, and managed editorial team, hired and groomed current CEO
- Secured investors, board, raised $50,000 to launch business, and hire initial team of 10 writers

Investor Relations Manager (contract)
Appota / 2013 - 2014

Mobile video game & content platform

- Worked alongside CEO to craft investor relations strategy to raise $15 million series B deal
- Closed deals with Apple, Google, and others to sustain 20% growth in revenue

Managing Editor
Tech In Asia / 2012 - 2015

Asia's #1 news portal for technology and startups

- Contributed 90% of written material on Southeast Asia tech ecosystem, wrote over 500 articles (average 5,000 views per article. Biggest articles over 20,000 views – over a week)
- Interviewed CEO's of Google, Twitter, Viber, and Zendesk on stage
- Launched, trained & led Vietnamese editorial and tech team of 15 editors & writers: producing over 2,000 articles over a yearlong period in Vietnamese and English
- Launched new product initiatives including database (with over 20,000 unique tech company listings in Asia), podcast & community content (running editorial for submissions of over 600 articles from community submitted content)
- Co-hosted podcast covering current events in Asia's technology scene (15 episodes)

Marketing Manager
Indochina Tourist & Trade / 2009 - 2012

Leading tourism company focused on Cambodia, Laos & Vietnam

- Launched website & wrote all copy for marketing materials, catalogs, site, and brochures
- Worked in Adobe suite (Illustrator, Photoshop, Premiere) to create marketing materials
- Worked with VP of Marketing to launch new campaign for new clientele from Japan