

# Dat Nguyen / BRAND, PRODUCT & CREATIVE LEAD WITH 20 YEARS EXPERIENCE

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Deliver brands, services and award-winning products for startups to global brands, such as Microsoft, ESPN, Nordstrom and Scholastic. Bring together design, strategy, and technology to build successful multi-million dollar businesses fueled by both profit and passion. Lead teams of up to 10 and oversee annual budgets of up to \$600K.

**Specialties / Creative Direction • Brand Strategy & Development • Creative Services Management • Team Building • Product Strategy & Development • User Experience Design • Creative Sales • Marketing • Creative Strategy**

## WORK EXPERIENCE

Co-Founder, Executive Creative Director 2007–2017

**Popular Forces** / New York, NY

- Headed creative agency with global clients such as ESPN, International Rescue Committee (IRC), Nike, Microsoft, Nordstrom, (RED), Scholastic, Publicis & Hal Riney, Nestlé, Verizon and Adobe Systems.
- Cultivated creative sales and client relationships, growing client base from scratch to a roster of over 25 clients resulting in year over year revenue growth of up to 50%.
- Oversaw annual budgets of up to \$600K; led teams of up to 10 people including creatives, marketers and developers.
- Spearheaded over 80 campaigns during the agency's nearly 10-year tenure.
- Key accomplishments included:
  - Guided creative for a global recruiting company, facilitating 500%+ revenue growth, successful launch of two new product brands, and expansion into four new international regions over seven years.
  - Directed rebranding and execution of a B2B e-commerce platform for a premium cosmetics company, contributing to exponential growth and the eight-figure sale of the company to a private equity firm.
  - Developed creative strategy for a financial technology start-up, facilitating launch and first year revenue of \$450K+.
  - Created campaigns for a global education company with average engagement of 50K-100K subscribers/downloads.

Creative Director 1998–2006

**Applied Discovery** / Bellevue, WA

- Became the first non-founding employee, helping build this pioneering B2B SaaS provider in the legal e-discovery industry into a player with \$60MM+ annual revenue within five years.
- Directed creative initiatives related to brand, product, marketing and advertising across over 8 digital and traditional channels.
- Oversaw annual budgets of up to \$400K; led teams of up to six people, including creatives, marketers, and developers.
- Key accomplishments included:
  - Played an integral role in facilitating the successful \$95MM acquisition of the company by market leader LexisNexis.
  - Developed brand vision and positioning, contributing to #1 industry rank in brand awareness year over year.
  - Led and executed UX/UI design for award-winning, flagship enterprise software.
  - Launched subscription newsletter with 15K+ monthly readers and content from industry leaders and influencers.
  - Built market-leading brand in \$10B+ industry, with clients from Fortune 500 companies and top 100 legal firms.

## SKILLS

- Adobe Creative Suite (Illustrator, Photoshop, InDesign, Flash, Dreamweaver), Sketch, HTML, and CSS.
- Conversationally fluent in Javascript and PHP.

## EDUCATION

- **Arizona State University** / Major in Fine Arts, Minor in Philosophy. Magna cum laude.

## VOLUNTEERING EXPERIENCE & CAUSES

- **MapYourVoice.org** / Serve as Board Member and advisor for social web mapping project with aim to help end sexual violence around the world.
- **Children International** / Serve as sponsor through Children International's high-impact programs to children and teens.
- **Upwardly Global** / Serve as mentor for skilled immigrants and refugees to help them integrate into the professional U.S. workforce.