

PORTFOLIO 2023

FREDERICK TRAN

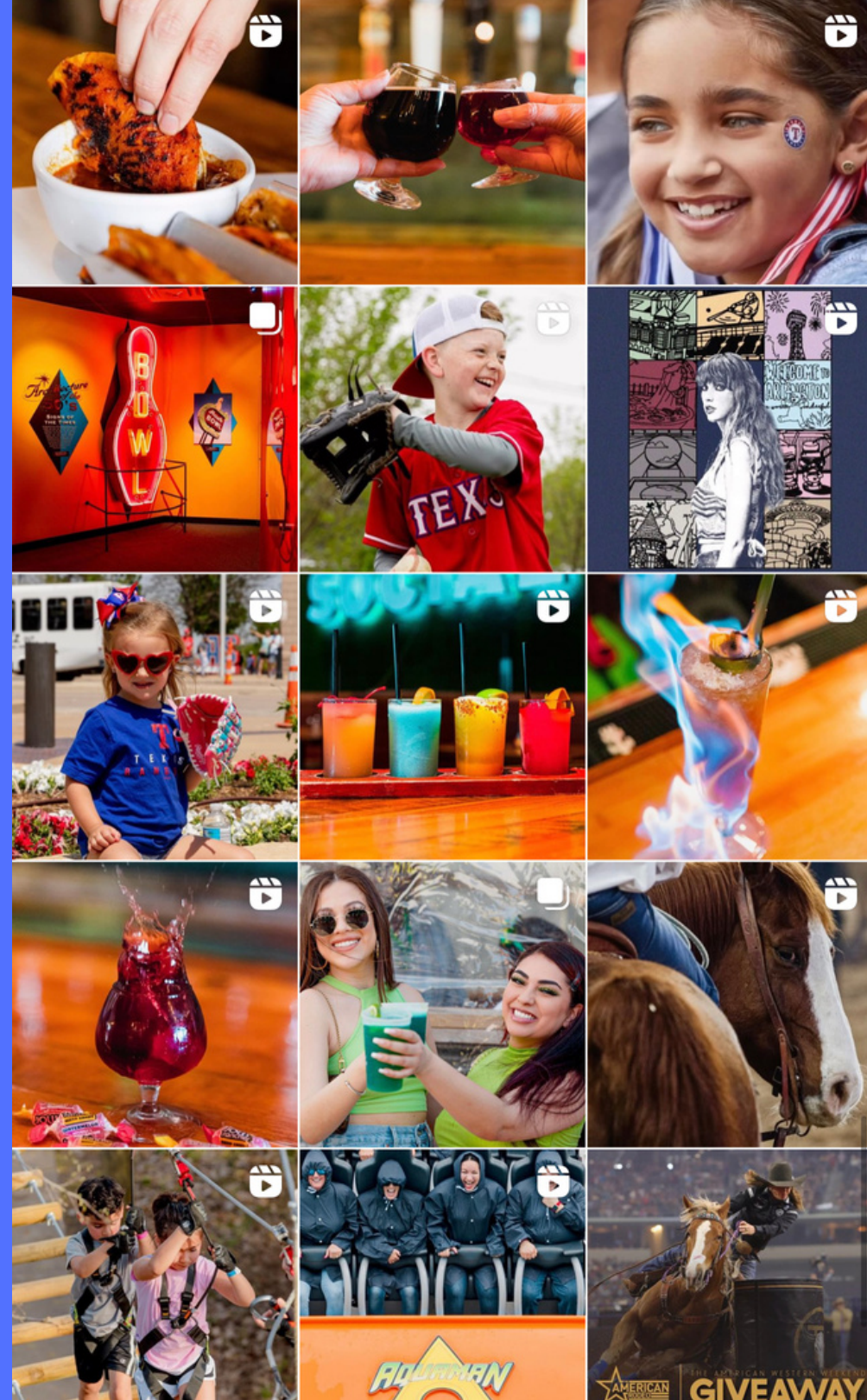
CREATIVE STORYTELLER AND BÚN CHẢ HANOI ENTHUSIAST

PLEASURE TO MEET YOU!

I'M FREDERICK

I am a creative storyteller, content creator, and people leader with over 7 years of experience in communications and marketing - specifically content creation, organic and paid social media marketing, email marketing, community management, and copywriting.





CURRENT CLIENT WORK



MAY 2022 - PRESENT

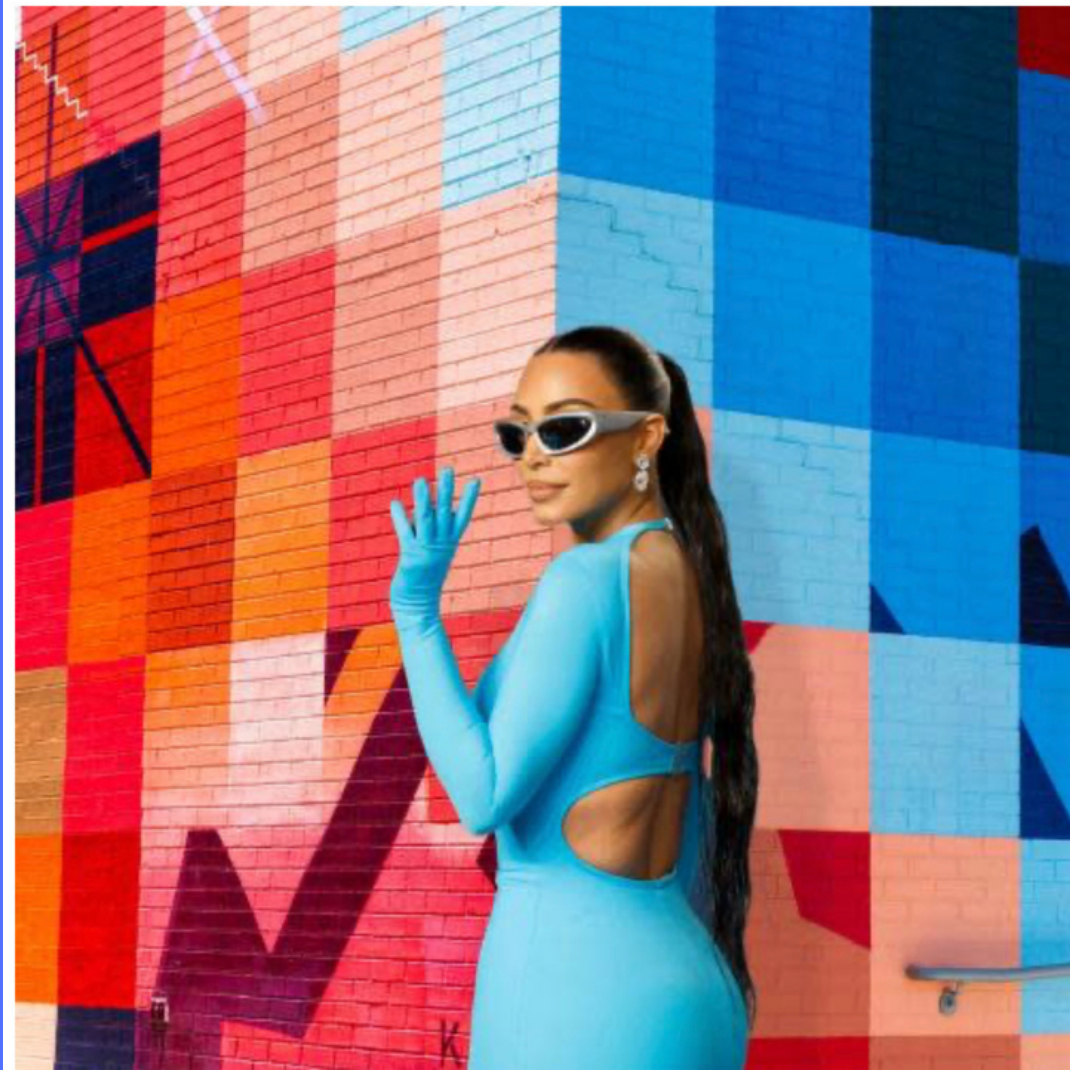
- Responsible for content creation on social media, targeted digital ads, and third-party collaborations for specific leisure and tourism campaigns

SAMPLES OF WRITTEN WORK

Click the images to view the work.



How to Celebrate Lunar New Year in Arlington



Kim Takes Arlington: Your Guide to Arlington's Most Instagrammable Spots



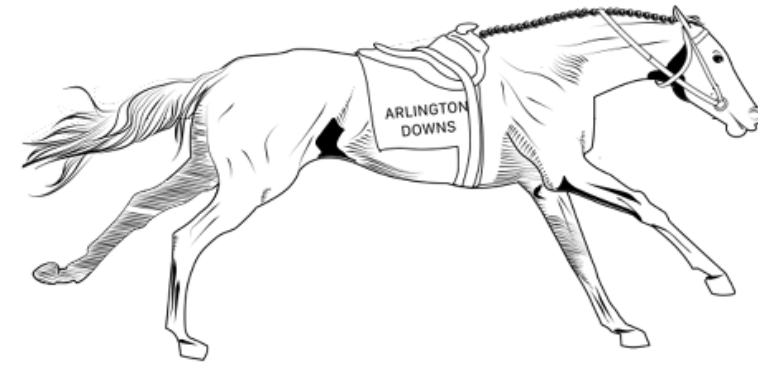
Your Guide to Celebrating AAPI Culture and Heritage in Arlington

D is for ARLINGTON DOWNS

Rein it in, don't stirrup trouble!



Artwork by Yvonne Nguyen



Back in the day, you could place your bets and win big at Arlington Downs, an American horse racing track. In its prime, thoroughbred owners would send their horses to the nearly \$3 million venue to compete. After state legislature repealed the laws of off-track betting, Arlington Downs held rodeos and many other events before the buildings were torn down in 1958.

CURRENT CLIENT WORK



MAY 2022 - PRESENT

- Concepted the "ABC's of Arlington" coloring book to drive leisure tourism
- Managed and gave artistic direction to a team of five creative contractors to create the artwork for every letter
- Wrote copy to balance fun and history in Arlington

G is for GLOBE LIFE FIELD

Keep your eye on the ball!

Home to your Texas Rangers, Globe Life Field has the largest mechanized roof in North America. Not only can you root, root, root for the home team in an air-conditioned stadium, but you can also catch major concerts, collegiate events, and other national and worldwide events.



Artwork by Danielle Zaida Taylor

CURRENT CLIENT WORK



DIASPORIC VIETNAMESE ARTISTS NETWORK

MAY 2022 - PRESENT

- Curating high profile Southeast Asian diasporic guests to direct and produce 10 visual and 20 audio episodes of ACCENTED: Dialogues in Diaspora
- Live audience numbers have increased 150% on average, in comparison to the previous season



Click the images to watch the episode.

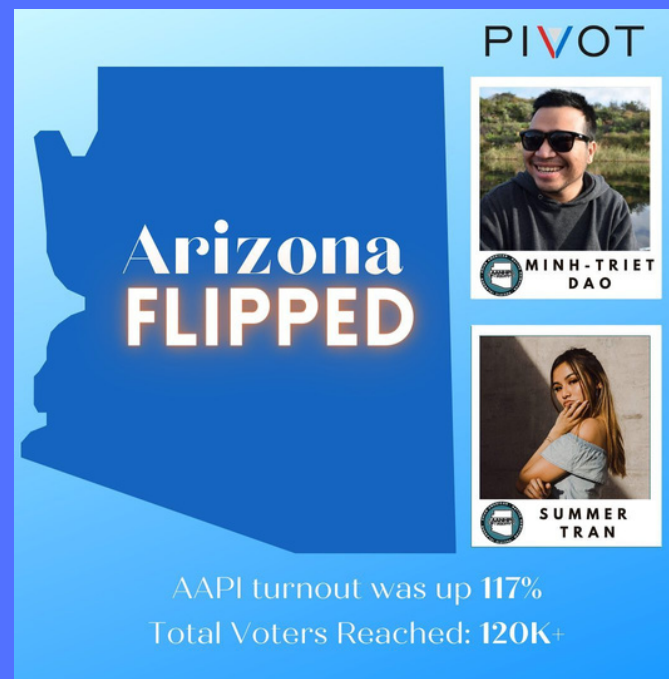


Dear friends,

PIVOT xin chúc các bạn sức khỏe dồi dào, làm ăn phát tài, một năm mới bình an, và vạn sự như ý.

We would like to wish you all abundant health, good fortune, a peaceful new year, and everything you manifest to become a reality!

As we enter the Year of the Water Tiger, we would like to invite you to several online festivities to celebrate with us! We hope to see you at the cooking lesson with Chef Tu David Phu on February 4th at 5 PM PST. A recording and recipe will be made available to all ticket holders, so if you can't make it at that time, you can still make Chef Tu's Bò Lúc Lắc at your own discretion!



PAST CLIENT WORK

PIVOT

AUG 2020 - OCT 2022

- Responsible for content creation on social media, targeted digital ads, and mass e-blasts to over 2000 subscribers to fundraise and engage members to advocate for social justice issues within the AAPI community



Cook with Chef Tu David Phu for Democracy



Dear friends,

We are so excited to have acclaimed Vietnamese celebrity chef Tu David Phu for a special Tết cooking show on February 4th at 5 PM PST on Zoom. We will be preparing a popular Vietnamese dish of Bò Lúc Lắc (Shaking Beef) to be served with a side of American democracy.

SAMPLES OF WRITTEN WORK


Click the images to view the work.


PIVOT denounces Texas
Governor Greg Abbott and
Attorney General Ken
Paxton for Using the Lives
of Transgender Children
and their Families as
Political Pawns


PIVOT


COVID-19


See www.vietcovid.org for more info


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Bác sĩ Nguyễn Thị Mỹ Huyền nhấn mạnh về khả năng ngăn ngừa t...
PIVOT
28K views · 9 months ago
- 


Dr. Nguyễn Thị Mỹ Huyền highlights how the Johnson & Johnso...
PIVOT
21K views · 9 months ago
- 


Thuốc Chích Ngừa COVID An Toàn cho các Mẹ | COVID vaccines...
PIVOT
10K views · 9 months ago
- 

BS Nguyễn Thị Mỹ Huyền khuyến khích mọi người nên tiêm chủng...
PIVOT
13K views · 9 months ago
- 

Nhiều người Mỹ gốc Việt quyết chọn chích ngừa Covid
PIVOT
1.6K views · 10 months ago
- 

Dr. Nguyễn Thị Mỹ Huyền encourages everyone to get vaccinated against C...
11K views · 10 months ago
- 

Many Vietnamese Americans decide to get vaccinated against the C...
1.1K views · 10 months ago
- 

Dr. Mai-Phuong Nguyễn and her patient Bác Mỹ share thoughts on COVI...
35K views · 10 months ago
- 

Alex Nguyen: Talk to your family about their COVID-19 vaccination pl...
17K views · 10 months ago



PAST CLIENT WORK

WE
CAN
DO
THIS

VIETCOVID.ORG

FEB 2021 - JUNE 2021

- Lead and oversaw the video team that created 9 COVID vaccination videos that garnered 138.1K total views on YouTube
- Created digital ads that were targeted to encourage and educate the AAPI community on getting vaccinated from COVID-19

PAST CLIENT WORK



DIASPORIC VIETNAMESE ARTISTS NETWORK

AUG 2021 - JAN 2023

- Social media accounts saw a 202% increase in engagement, 46.6% increase in reach, and 5% increase in followers on all their platforms in the last quarter
- Content planning and creation for social media, fundraising pages, and mass e-blasts





PAST CLIENT WORK

Allies in Youth Development

NOV 2020 - OCT 2021

- Increased the reach of Facebook and Instagram pages by 20% per month, engagement by more than 29% per month, and audience growth by 50% overall
- Ran several digital campaigns for Giving Tuesday and North Texas Giving Day that successfully doubled in revenue every year, raising 90,000 in the last campaign

Allies in Youth Development

Good evening Chris,

I wanted to make sure that you don't miss out of this opportunity to rewrite the ending for so many girls and young women in the countries we work in.

An anonymous donor has offered to match all gifts made today, on Giving Tuesday, up to \$25,000!

On this special day of generosity, every dollar you give to Allies will be doubled to help spread our human trafficking prevention program to protect and empower so many vulnerable children and young adults. This is especially important as the little opportunities they had before disappear as they continue to face new struggles in the wake of the COVID-19 pandemic.

We are \$5,000 away from reaching our goal - please help spare these orphans from a lifetime of trauma by doubling your impact with a gift to Allies today.

Thank you for making our world a little brighter and more hopeful.

Blessings,

Chris Burgin



GET IN TOUCH WITH ME



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