

Ho Chi Minh City, Vietnam

Portfolio: <https://www.rosswilliamlancaaster.com/>

Email: [r.william.lancaaster@gmail.com](mailto:r.william.lancaaster@gmail.com)

## Ross William Lancaster: Senior Creative Copywriter

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### PROFILE

A creative wordsmith moonlighting as a journalist, I turn brand ideas into language that sparks connections, cutting through the doomscroll for actionable results.

### EXPERIENCE

#### Senior Creative Copywriter - The Color Club (TCC)

Ho Chi Minh City

Creative Copywriter (April 2022 - April 2023)

2022 - present

- Strengthening brand identity for [TCC](#) & [clients](#) by building out brand guidelines and defining tone of voice.
- Growing TCC's social reach by 384% with over 800,000 impressions from organic & paid campaign ads.
- Strategizing, delivering and presenting communication strategies for global clients.
- Optimizing clients' & TCC interfaces through clear, precise UX writing, delivering enhanced experiences, from web to mobile.
- Crafting engaging web, email, notifications, error and ad copy, boosting website traffic & conversion rates for TCC & clients.
- Delivering high-impact SEO content to improve lead generation & search engine rankings.
- Mentoring copywriting interns & providing hands-on training in brand voice, UX writing, web copy & more.

#### Freelance journalist

Remote

2020 - present

- Developing engaging, eye-catching articles for worldwide publications like [The Guardian](#), [Resident Advisor](#), & [Minimal Collective](#), reaching millions of people & expanding global readership.
- Employing strong interpersonal skills to interview individuals from diverse, interesting backgrounds.
- Uncovering unique stories through deep, analytical research, bringing global perspectives to wider audiences.

#### Content Writer - The Vietnam Group

Ho Chi Minh City

October 2020 - March 2022

- Produced well-researched, informative SEO content, driving organic search rankings & website visits.
- Spearheaded multiple E-book creations about complex topics, establishing companies as thought leaders.
- Authored diverse, tailored content for different businesses, growing global brand awareness.

#### Paralegal - Fragoman & NFU Mutual

London

2014 - 2018

- Analysed legal cases, determining & evaluating the next actions for all parties involved.
- Collaborated with international teams & provided mentorship & training to colleagues
- Upheld an exceptional standard of high-quality work for clients, increasing client retention & satisfaction

### EDUCATION

#### Nottingham Trent University - LLB (Hons) Law - 1st Class Honours

2011 - 2014

#### York College - A-levels - Sociology (A\*), English Language (A), Critical Thinking (B), Ancient History (C),

2007 - 2010

### OTHER EXPERIENCES

In 2018, I set off on a trip of a lifetime, cycling around Asia before moving to Vietnam to develop my writing career.