

# Gregory Ng.



"NG". YUP, MY LAST NAME HAS 2 LETTERS. YOU EITHER KNOW EXACTLY HOW TO PRONOUNCE IT OR HAVE NO POSSIBLE CLUE. (IT'S PRONOUNCED, "ING". YEAH, I'VE WON AWARDS. I USED TO THINK THAT'S WHY I GOT INTO THIS BUSINESS. BUT NOW I REALIZE I JUST ENJOYED THE BUFFET AT THE AWARDS DINNER. WHAT I DO CARE ABOUT IS STRATEGIC CREATIVE, ROI, SUCCESS METRICS AND RESULTS. I CARE ABOUT BLOGGING AND ONLINE SOCIAL NETWORKS. I CARE ABOUT VIRAL MARKETING AND HOW TO CRAFT APPROPRIATE CAMPAIGNS NOT JUST FLASHY ONES. AND I KNOW MY CLIENTS CARE ABOUT IT TOO. THAT'S WHY I CAN BOAST A 700% ROI IN 6 WEEKS FOR DSW SHOE WAREHOUSE. OR A 25% LIFT IN RESPONSE OVER A CONTROL FOR DELL. OR A 92% INCREASE IN UNIQUE WEB USERS FOR DUNKIN' DONUTS. OF COURSE IT WAS ON BRAND AND SUPER NICE TO LOOK AT. BUT THE RESULTS KEEP ME GOING AND THE CLIENTS HAPPY. IT'S A WIN-WIN.

THAT'S WHY I AM WHERE STRATEGY AND CREATIVE COLLIDE.

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