

VINCENT R. VINCI

Editorial & Communications Leader · Brand Storyteller · China & Asia Specialist

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Versatile professional with 13+ years of experience spanning editorial, content, brand, and customer-facing service across the U.S. and Asia. Skilled at creating and managing content, growing audiences, and representing organizations to the public, and equally at home in front-line roles handling customers, transactions, and daily operations. Combines strong writing and communication, cross-cultural fluency (Mandarin-proficient), and a dependable, adaptable approach that carries across industries, teams, and audiences.

AREAS OF EXPERTISE

Content & Communication Writing & Editing · Copywriting · Content Strategy · AP Style · SEO & Digital Publishing

Marketing & Brand Brand Storytelling · Social Media Campaigns · Event Representation

Customer & Guest Services Front-of-House Operations · POS & Cash Handling · Admissions & Ticketing · Guest Experience · Problem Resolution

Leadership & Collaboration Team Leadership · Training & Mentorship · Cross-Cultural Communication · Stakeholder Engagement · Mandarin (Professional Proficiency)

PROFESSIONAL EXPERIENCE

Guest Services Associate

Apr 2026 – Present

Western Spirit Museum Scottsdale, AZ

- Serve as the first point of contact for museum visitors, handling admissions, memberships, and wayfinding to deliver a welcoming, high-quality guest experience.
- Process point-of-sale transactions and cash handling with accuracy, reconciling the register and supporting ticketing and gift-shop operations.
- Field guest questions and resolve issues on the spot, coordinating with staff to keep front-of-house flow smooth during peak weekend traffic.

Marketing Associate

Feb 2026 – Aug 2026

Power Paws Assistance Dogs Phoenix, AZ

Nonprofit training and placing service and assistance dogs.

- Supported day-to-day social media and content, helping turn programs, fundraisers, and client stories into posts and updates.
- Assisted with donor and volunteer outreach and helped represent the organization at community events.

Freelance Writer & Editorial Contributor

Mar 2025 – Present

The Beijinger, Exotica Moderne & Other Publications Phoenix, AZ (Remote)

- Write and edit recurring columns, features, and interviews for U.S. and China-based lifestyle and culture publications on strict deadlines and to AP style.
- Cover trending topics, events, and cultural subjects tailored to international and expatriate readerships.

Brand Representative

Sep 2024 – Mar 2025

El Rey Mezcal Beijing, China

- Drove record sales at activations and tastings, boosting single-event revenue tenfold over a three-day market run.
- Delivered product education and service to customers, building brand affinity across markets and events.

Senior Editor

Sep 2021 – Mar 2025

The Beijinger (True Run Media) Beijing, China

English-language lifestyle publication and events organizer serving China's capital for 20+ years.

- Directed daily editorial planning and publishing, coordinating associate editors, sales, and marketing teams to deliver news, features, and branded content on schedule.
- Grew WeChat readership to 160,000 active followers over three years through trend-driven coverage and fresh editorial angles — a 33% audience increase.
- Served as the public face of the publication at events, acting as primary liaison between management and the community.

General & Culture News Editor

Aug 2019 – Sep 2021

CGTN (China Global Television Network) Beijing, China

English-language broadcast arm of China Central Television.

- Edited general and culture news scripts, anchor read-outs, and broadcast copy to AP style under tight deadlines, with close attention to developing stories.
- Trained Chinese writers in editing and script-writing, lifting team output by 60%.

Senior Copywriter

Apr 2018 – Mar 2019

FIELDS China Shanghai, China

Online retailer of imported and farm-to-table grocery products.

- Produced streamlined product descriptions and managed articles, recipes, and layout for weekly email newsletters reaching a citywide customer base.
- Represented the brand at markets and events, fielding customer questions and feedback.

Senior English Editor

Dec 2014 – Apr 2018

Ningbo Focus Ningbo, China

Bilingual Chinese/English monthly covering business and lifestyle.

- Led a complete editorial overhaul that doubled readership from 5,000 to over 10,000 within three years.
- Managed the monthly editorial plan, coordinating editors and contributors across features and cultural coverage.

Earlier Experience

2013 – 2014

EF Education First (English Teacher) & The World of Chinese (Web Intern) Ningbo / Beijing, China

- Taught English to young learners using tailored, engaging lessons; produced daily SEO-optimized blogs and provided copy editing for an early-career start in China publishing.

EDUCATION

Bachelor of Arts (B.A.), International Affairs

May 2014

Northern Arizona University · Flagstaff, AZ

Chinese Language & Literature (Study Abroad)

Beijing International Studies University, 2012–13 · Soochow University, 2011

LANGUAGES & CREDENTIALS

Languages English (Native) · Mandarin Chinese (Professional Working Proficiency)

Certifications TESOL Certification

Honors Chi Alpha Epsilon National Honor Society (2014) · Eagle Scout (2009)