

# Duong Thuy Bui (Lara)

Motivated digital marketing enthusiast with experience in content creation and social media. Looking for a position to develop practical skills, support campaigns, and learn from specialists. Excited to contribute creative ideas to the team.

## Contact

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## Educational Background

**Master degree in Communication Studies** Oct 2022 - Feb 2025

Vrije Universiteit Brussel, Brussels, BE

- Specialization in Journalism and Media in Europe

**Bachelor degree in Public Relations** Sep 2017 - Jun 2021

Academy of Journalism and Communication, Hanoi, VN

- Specialization in Marketing Communication

## Work Experience

**Marketing Executive, ENVIGO Vietnam (Wood Manufacturer)**

Aug 2021 - Mar 2022

- Created and managed multi-platform content across Instagram, Facebook, TikTok, YouTube, and LinkedIn, including posts, short-form videos, **increasing organic reach on Facebook to 139,142 in 4 months.**
- Filmed and edited short-form video content using Premiere Pro and CapCut, optimizing for platform-specific formats and trends.
- Planned and executed a content calendar, including post scheduling and daily community management (comments & messages).
- Managed e-commerce platforms including Shopee, Lazada, Tiki, and Alibaba with front-page visual production.
- Designed social media graphics, catalogs, event banners, and photoshoots to support brand engagement.
- Monitored performance metrics (reach, engagement, likes) and improved content formats, visual styles based on results.
- Researched international wood product partners.
- Reported Google Ads analytics for campaign optimization.

**Marketing Staff Part-time, HLC Vietnam (Logistics Company)**

Jul 2019 - Jul 2021

- Authored posts for Facebook and LinkedIn.
- Wrote SEO content for blogs and commercial forums to drive organic traffic.
- Assisted in managing content on Google Site and e-commerce platforms.

**Marketing and Partnership Intern, KOTO Foundation (NPO)**

Mar 2021 - Jun 2021

- Planned content calendars and managed Facebook and Instagram, **increasing Instagram reach by 91.8% in 2 months.**
- Contributed to photoshoot planning and visual content direction to improve brand presentation.
- Researched global NGO grants and fundraisers to support partnership development.
- Designed a business information pack and event's poster to enhance brand visibility.

## Volunteer Work

- **Red Cross Belgium** - Community Volunteer.
- **Mottainai Fair, Women News, VN** - Event Coordinator.
- **KHOE Creative Festival, Tôhe Social Enterprise, VN** - Event coordinator.
- **Kid's Blue Yonder Organization, VN** - Communication Team volunteer.

## Skills

### Technical Skills

- Social media marketing
- Projects managing
- Strategic planning
- Dashboard analyzing
- Data reporting

### Tools/Software

- Adobe Photoshop, Illustrator
- Adobe Lightroom
- Adobe Premier Pro
- Canva
- Microsoft Office (Word, Excel, PowerPoint)

### Languages

- English (IELTS 7.0, C1 level)
- Dutch (A2 level)
- Vietnamese (Native)

## Extracurricular activities

**Moderator and Advisor, Vietnamese Student Association in Belgium**

Nov 2022 - Oct 2024 |

Communications Team

- Event Organizer - Head of Communications Team

**Project Organizer, DEM Charity Project**

Oct 2020 - Nov 2020

- Partnered with AM - Charity for Homeless and Disadvantaged People in Hanoi
- Head of Design Team

**Deputy Communications Team, XÍCH Project (Exhibition focusing on LGBTQ+ community)**

Feb 2019 - Apr 2019

- Head of Communications Team for Exhibition