

DUONG-THUY BUI (LARA)

JUNIOR DIGITAL MARKETER

CONTACT

Antwerpen 2018, Belgium

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SUMMARY

Junior marketing professional with experience in social media management, content creation, and digital campaign support across NGO and in-house environments. Skilled in short-form video production, community management, visual design, and performance reporting. Passionate about digital storytelling, audience engagement, and creative marketing campaigns.

SKILLS

Marketing Skills

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

Tools & Software

- Adobe Photoshop, Illustrator
- Adobe Premiere Pro
- Adobe Lightroom
- Canva
- Figma

LANGUAGES

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

PERSONAL PROJECT



Instagram Content Creator

Top-performing reel reached 5.5K view

[@habe.channel](#)

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, **increased Facebook organic reach to 139,142 in 4 months.**
- Filmed and edited short-form video content using Premiere Pro and CapCut, optimized for platform trends.
- Planned and executed content calendars, 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.
- Researched international wood product partners.
- Reported Google Ads analytics for campaign optimization.

Marketing Staff | HLC Vietnam (Logistics Company)

Jul 2019 - Jul 2021

- Wrote 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 & Partnership Intern | KOTO Foundation (Social Enterprise)

Mar 2021 - Jun 2021

- Planned content calendars and managed Facebook and Instagram, **increased 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 MARKETING EXPERIENCE

Marketing Volunteer | HetVindingrijk, Belgium

Mar 2026 - Now

- Wrote press kit for the exhibition.
- Supporting in social media content.

Communications Team | Vietnamese Student Association in Belgium

Nov 2022 - Oct 2024

- Managed and created content for social media channels.
- Organized events and lead communication team to promote events.

Head of Design Team | ĐÊM Charity Project, Vietnam

Oct 2020 - Nov 2020

- Designed key visuals and social media graphics for project Facebook page.

Deputy Head of Communications | XÍCH Project, Vietnam

Feb 2019 - Apr 2019

- Led the communication team to promote the exhibition and engage target audiences.

EDUCATION

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

ADDITIONAL ACTIVITIES

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