

LAM THANH BUI

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Dedicated and goal-oriented, I excel in campaign creation and brand awareness. I am committed to integrating sustainability into all projects, ensuring high standards and impactful outcomes. I bring youthful and dynamic energy, eager to learn and ready to tackle any challenges that come my way.

PROFESSIONAL SUMMARY

- I graduated with distinction in a Fashion Design course from the London College for Design and Fashion Hanoi. I am eager to broaden my career path and contribute to the global fashion industry.
- With three years of marketing experience, I have worked with luxury fashion brands and agencies in sectors such as fashion, jewellery, and perfume. These roles have equipped me with a solid foundation in retail, PR, and marketing, as well as strong teamwork and communication skills.
- Gained hands-on experience in fashion design as a designer for a luxury fashion brand. My comprehensive understanding of the design, production and promotion processes has become an integral part of my professional approach.
- Actively participated in event organisation during my college years, supporting fashion shows (London Fashion Week and Vietnamese fashion designers) and graduate fashion weeks. These experiences honed my leadership, problem-solving, and event management skills, preparing me for dynamic industry challenges.
- Accumulated six years of experience in photography and graphic design as a freelancer, nurturing creativity on diverse projects in fashion family portraits, product and food photography. In graphic design, I specialise in creating both digital and physical marketing materials, such as posters, banners and invitations – skills that strongly complement my marketing expertise.

EDUCATION

Bachelor (BA) Fashion Marketing

September 2022 – June 2025

London College of Fashion, University of the Arts London

- Relevant Modules: Over three years: foundational marketing and branding, advanced research and consumer behavior, culminating in strategic project completion.

CIM Professional & Digital Marketing Qualifications Level 4

December 2023 – January 2025

CIM | The Chartered Institute of Marketing CIM | The Chartered Institute of Marketing

- Relevant Modules: Marketing impact, Planning integrated campaigns, social media marketing, Content marketing, Search engine optimization, MarTech, Responsible marketing.

Fashion Design Pearson BTEC Level 5 Higher National Diploma (RQF)

September 2018 – June 2021

London College for Design and Fashion – Hanoi

- Relevant Modules: Comprehensive fashion program covering design, communication, construction, branding, marketing, photography, and project management with cultural context and evaluation.
- Overall Result: Distinction
- Awarded 50% Tuition Fee Scholarship for 3 years.

RELEVANT WORK EXPERIENCE

Graphic Design and Digital Marketing Coordinator (Remote),

360 Lux Agency (Geneva, Switzerland)

October 2023 – Present

- Researching design and market trends to inform campaign strategies and brand guidelines for fashion and jewelry brands.
- Directing the creation of impactful marketing materials and managing photo shoots with high engagement outcomes.

Marketing & Event Intern, Hemsley London (London, UK)

December 2023 – March 2024

- Managed social media for events, enhancing engagement and visibility.
- Designed and executed exhibition booths, websites, and event-related media publications with creative excellence.

Fashion Designer, Achelois Vietnam - Fashion Brand (Hanoi, Vietnam)

September 2020 – March 2021

- Designed seasonal fashion collections including Spring-Summer, Autumn-Winter, Festival (Ao Dai), and Sleepwear lines.
- Collaborated with production teams to ensure efficient manufacturing and quality control.
- Conceptualized and styled photoshoots to showcase collections, tailored exclusive designs for high-profile clients and celebrities.

EXTRA-CURRICULAR ACTIVITIES & POSITION OF RESPONSIBILITY

Fashion shows – Show assistant and backstage photogra

September 2019 – September 2021

- Fashion shows: Fashion designer Hoang Minh Ha, London College for Design; Fashion Graduation week 2019, 2020 and 2021; and London Fashion Week SS15 for Montsand.
- Assist with backstage management, model lineup, dress rehearsals and show day logistics.

Education for Nature Vietnam (ENV), Volunteer

September 2018 – 1 Month

- Led a project in Phuc Tho district, Hanoi, raising awareness about the illegal exploitation of Asiatic black bears on bear bile farms. Converse with local residents and seek their opinions on the issue of captive bear farming in the area.
- Educated local communities to understand and combat the illegal trade and exploitation of bears for traditional medicine. As a researcher on sustainability, the project is a valuable experience about the environment, biodiversity and animal welfare.

SKILLS & QUALIFICATIONS

Technical Savvy

Adobe Certified Professional in Using Adobe Photoshop, InDesign & Illustrator
Proficient in MS Office applications, including Word, Excel and PowerPoint

Fashion knowledge

Fashion Styling Course - Condé Nast College of Fashion & Design
Inside LVHM Certificate: Creation & Branding, Retail & Customer Experience
Analyze trends, demographics and consumer behavior to strategize effective campaigns.

Creative thinking

Developing and maintaining a balance between brand identity and creativity to craft compelling stories that resonate with target audiences through visuals and content.

Language

Proficient in English and Vietnamese. Skilled in both verbal and written communication, able to adapt language use for professional settings.