

Linh (K) Vu

Field of interest: Digital Marketing, Social Media, Design, Entrepreneurial, Creative, Artistic

E vukhanhlinh76@gmail.com

M +8434 4218293

L <https://www.linkedin.com/in/linh-k-vu>

A Hanoi, Vietnam

Education

Tilburg University (2024 - 2026), Tilburg, Netherlands
MSc Communication and Information Sciences

Amsterdam Fashion Institute (2016 - 2020),
Amsterdam, Netherlands
BSc Fashion & Textile Technologies
Major – International Fashion & Management
Specialisation – Fashion Marketing Innovation
Graduated Cum Laude.

Study Abroad

RMIT University, Melbourne, Australia (2019)

Work Experience

April 2024 - Current
Founder Rebel Vintage

Feb 2022 - March 2024

Freelance Designer/Personal Project, Hanoi, Vietnam

- Provided design support for Indochine House Art Gallery and Bloom Saigon.
- Led the development of a brand identity project for Hanoi-based Nut Project.

May 2020 - Aug 2021

Onitsuka Tiger EMEA, Amsterdam, Netherlands
Digital Marketing Graduate

- Collaborated with the Trade Marketing Manager to successfully execute marketing campaigns across EMEA regions, ensuring consistent messaging and brand alignment across all channels.
- Boosted engagement rates on Instagram, Facebook, LinkedIn, and YouTube through strategic content planning and audience segmentation.
- Liaised with VMD, merchandising, e-commerce teams to execute monthly product marketing campaigns.
- Reported and analysed social data using Sprinklr and Google Analytics to pull insights on a weekly basis.
- Created supporting graphics and creative elements for online and in-store marketing initiatives.
- Facilitated the localisation process of creative assets and translations for e-mail newsletters using Salesforce.
- Supported account managers with marketing activities, timely deliver digital assets, toolkits to key wholesale accounts in Europe.

Skill

- | | |
|--------------------------|--------------------|
| • Google Analytics | • E-Commerce |
| • Adobe Creative Suite | • Content Creation |
| • Microsoft Office Suite | • Problem-Solving |
| • Salesforce (Basics) | • Teamwork |
| • HTML/CSS | • Communication |

Jan 2019 - July 2019

BYBROWN, Amsterdam, Netherlands
Marketing and Management Intern

- Managed brand online presence.
- Conducted competitor and consumer research.
- Initiated content production for social media.

2017 – current

Spaced Out Zine, spacedoutzine.com

Founder

- Design layout and write articles.
- Organised photoshoots and produced artworks.
- Curated and showcased written and visual artworks from talented Vietnamese artists; resulted in a bilingual (English and Vietnamese) zine. Sold out at 3 distributed locations in Hanoi.
- Led a team of four people to coordinate with stakeholders, artists, collaborators, and printing services.

2014 - 2017

Psithuria the Store

Founder

- Successfully launched the e-commerce business.
- Designed graphics for clothing, developing brand aesthetics.
- Organised photoshoots with a collaborative team. Psithuria features contemporary t-shirt with hand-drawn designs.
- Built a community of 16.000 followers on Instagram and Facebook.

Relevant Experience

2019 - 2020

Hanoi Old Quarter, Amsterdam, Netherlands

- Graphic Design and Social Media Assistant

2017

Bershka, Amsterdam, Netherlands

- Sales Associate

Language

- English (Fluent)
- Vietnamese (Native)
- Dutch (Colloquial)
- French (Colloquial)

Honours and Awards

Amsterdam Talent Scholarship (ATS), 2018/2019
Holland Scholarship, 2016/2017