



Lam Anh's PORTFOLIO

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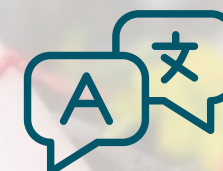
introducing LÂM ANH

A dynamic and result-oriented undergraduate student at Fulbright University Vietnam, driven by a **deterministic mindset to win** and fueled by **resilience and creativity**. Thrives in an interdisciplinary learning environment, consistently challenging myself across diverse subjects.

Transitioning into professional contexts, I bring a versatile skill set spanning **content writing, social media management, event coordination to market research and quantitative analysis**. Known for proficient **communication and leadership skill**, coupled with **growth mindset** and passion to **challenge my comfort zone**.



Trương Thụy Lâm Anh



Languages:

Vietnamese: Fluent (Native)

English: Full Professional Proficiency

Chinese (Mandarin): Limited Working Proficiency

VISION

Drawing from my solid academic foundation, I can **apply theoretical knowledge** to real-world professional settings, driving success in both academia and industry. Equipped with **strong communication, problem-solving, and adaptability skills**, I am primed to deliver significant results for the organization and its stakeholders.

My ambition extends beyond the workplace; I want to be **a change-maker** who is driven to affect positive change not only within the organizational sphere but also in broader society.



**From a Project Maker for
an Engineering Class**



**To a Co-Host a Workshop that
raises community awareness**



**To challenge myself to work
at an fast-paced ENS firm**

working EXPERIENCE

I present my **diverse range of professional experiences**, spanning from educational institutions to working at a sustainable development startup to . Throughout each role, my overarching goal remains consistent: to drive **positive change within firms and contribute to improve the collective values** of the organizations.



Teaching Assistant at
Fulbright University
Vietnam.



ESL Teacher at SONTA
Foundation.



Marketing Assistant at ECO
Solutions Vietnam



Arches

Marketing Specialist at
Arches Global.



Partnered with Maitapde in
providing Marketing
Solutions tailored to their
goals.

SKILLSET

Highlighted below are the skills that position me as **an important asset** for your company.



Communication Skills



Creative Content Writing



Research and Data Analysis



Event Coordination

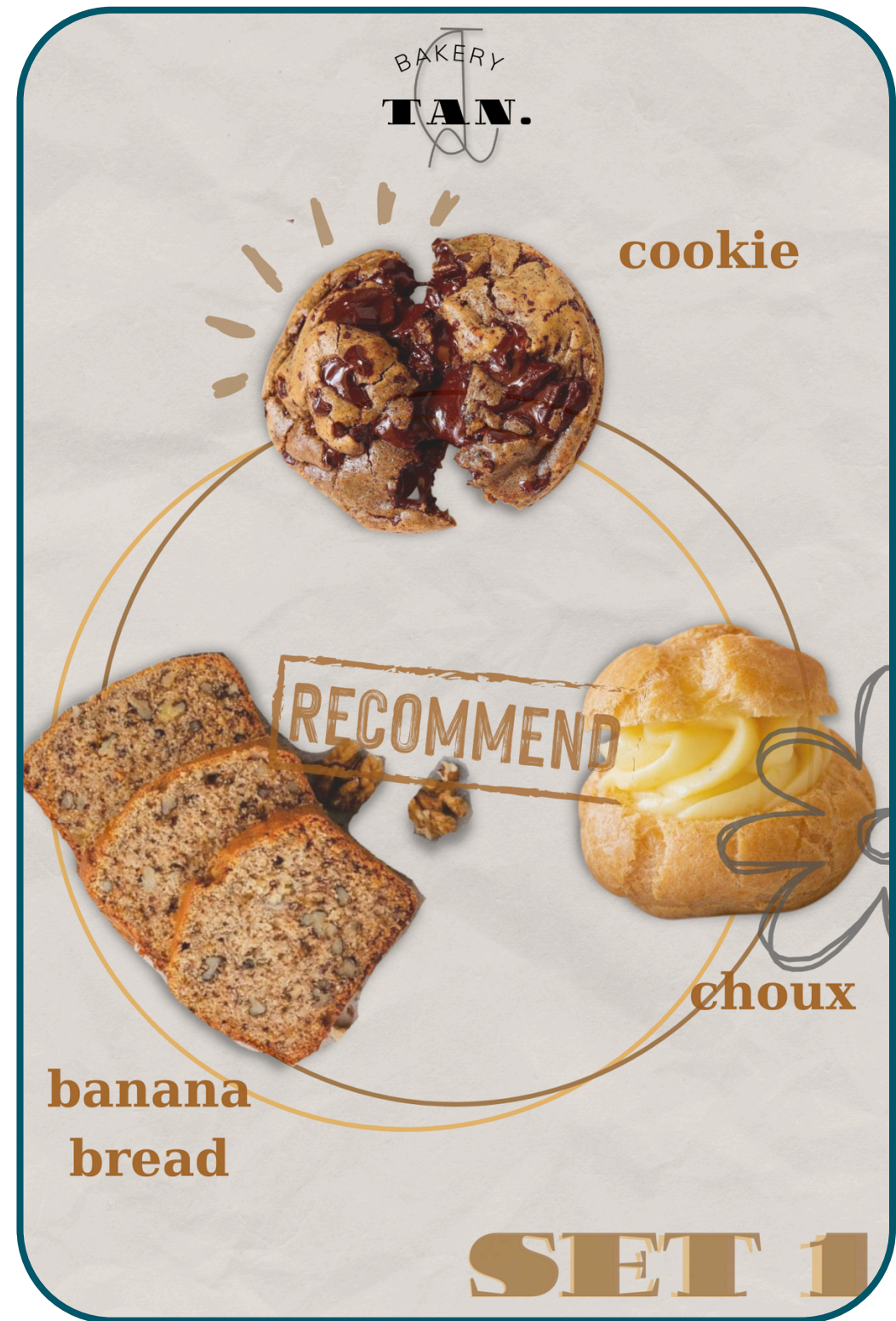


Graphic Design + Video Editing

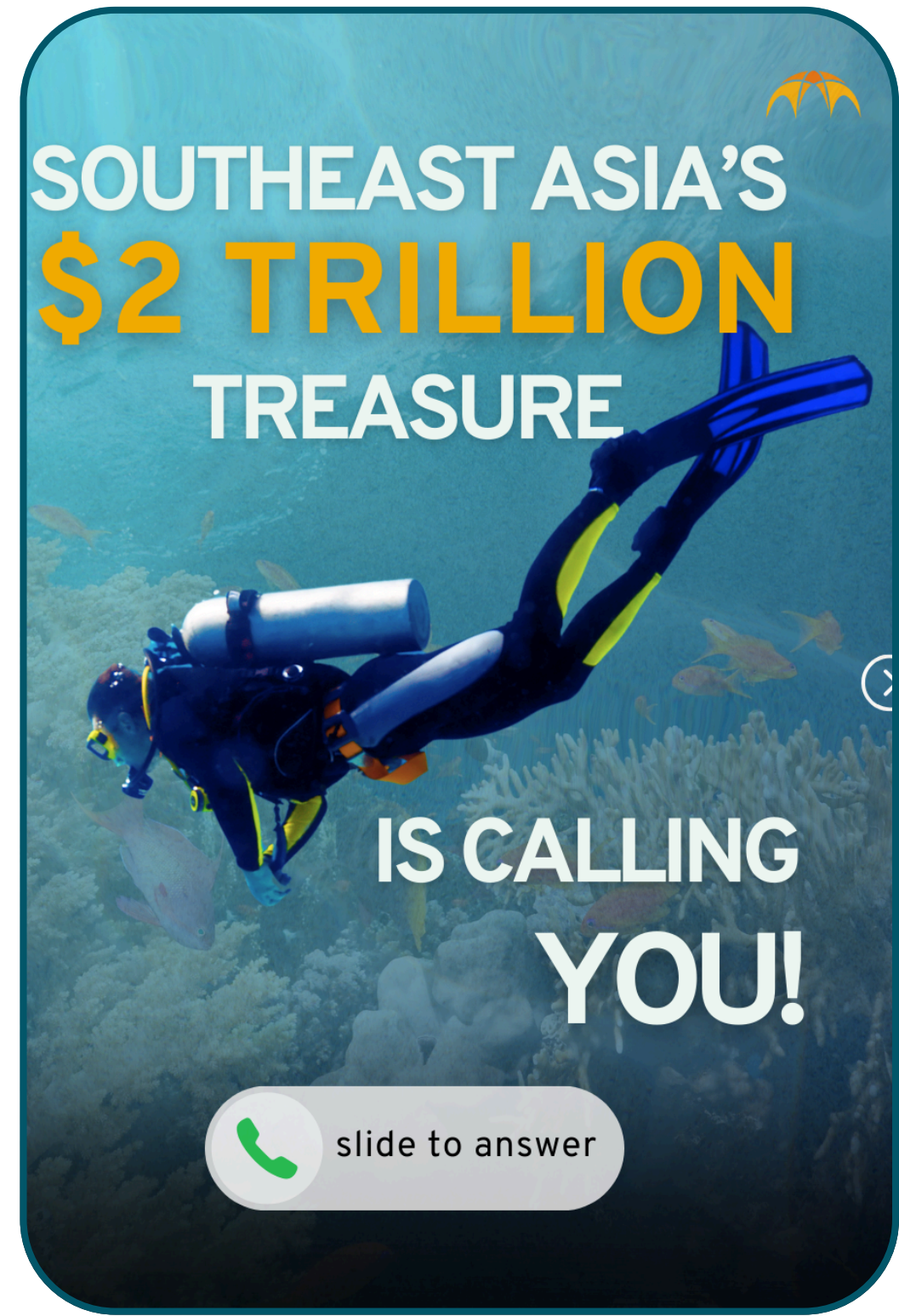


Creative and Critical Thinking

MY DESIGNS



MY DESIGNS



notable ACHIEVEMENTS

Hereby is the synopsis of some **notable** achievements!

At Divers Project

2.2K+

FOLLOWERS TOTAL IN FACEBOOK

At ECO Solutions (ECO VIETNAM)

500+

FOLLOWERS TOTAL IN LINKEDIN

10K+

ORGANIC IMPRESSIONS

IN LESS THAN 1 MONTH.

notable ACHIEVEMENTS

Hereby is the synopsis of some **notable** achievements!

At ARCHES GLOBAL: ARCHES PAGE

600+

NEW FOLLOWERS GAINED IN
ARCHES LINKEDIN

98,500+

TOTAL IMPRESSIONS OF LINKEDIN
POSTS

3,200+

IMPRESSIONS PER POST

IN LESS THAN 4 MONTH.

notable ACHIEVEMENTS

Hereby is the synopsis of some **notable** achievements!

At ARCHES GLOBAL: EMPLOYER'S BRANDING

1,800+

NEW CONNECTIONS GAINED FOR
EMPLOYER'S LINKEDIN ACCOUNT

128,900+

TOTAL ORGANIC IMPRESSIONS OF
LINKEDIN POSTS

6,200+

ORGANIC IMPRESSIONS PER POST

IN LESS THAN 4 MONTH.

notable **EXPERIENCES**

Hereby is my project portfolio, showcasing a **compilation** of my past and current experiences.

01

Copywriting for ECO Solutions

Marketing Assistant At ECO Solutions

02

Copywriting and Research at Arches

Marketing Intern At Arches

03

Employer Branding at Arches

Marketing Intern At Arches

04

B2B Marketing for MaiTapDe

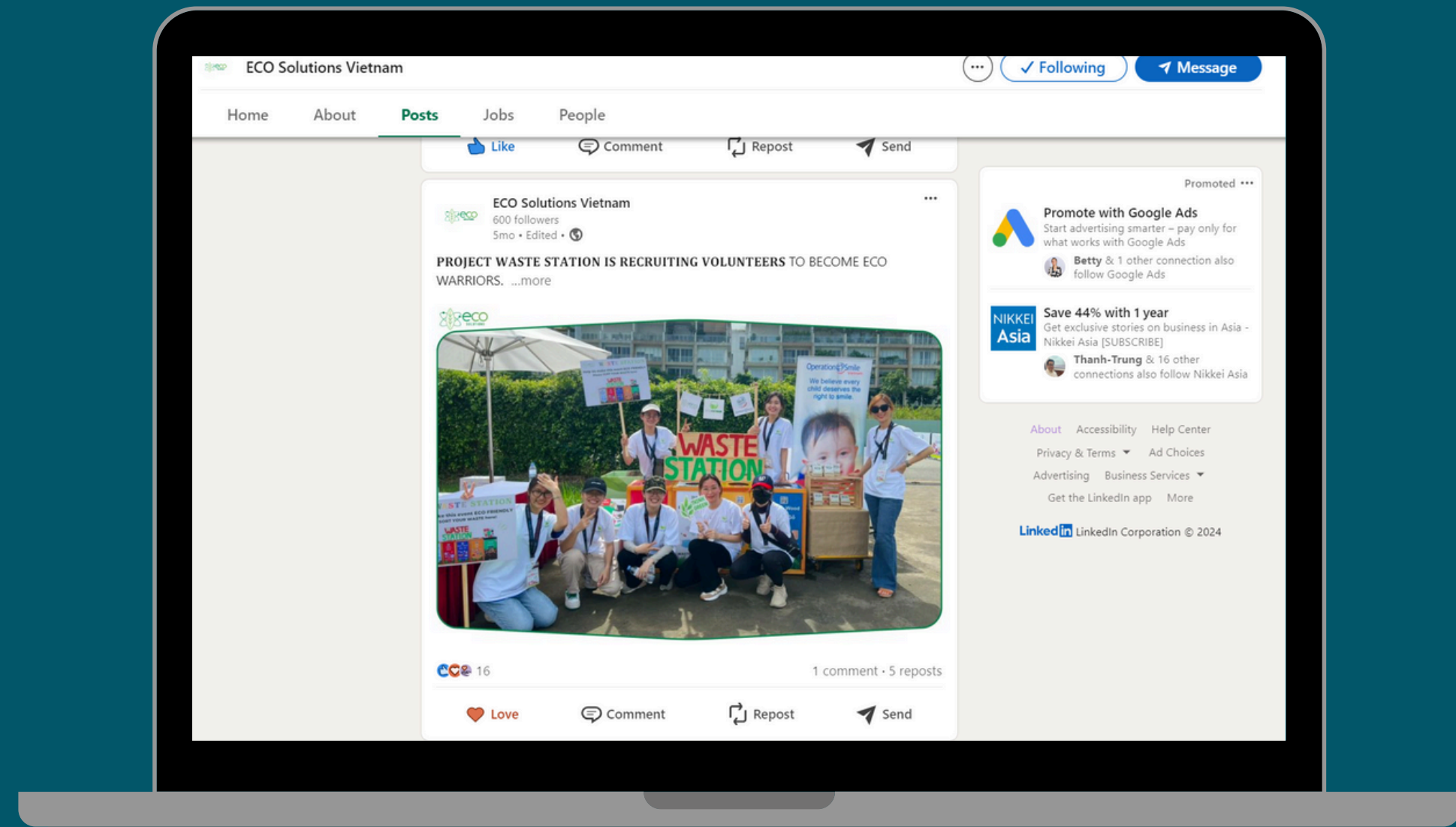
Marketing Assistant at Mai
Tap De

1.

- **Proficient Social Media Content Writing:** Actively develop and edit content across multiple social media platforms, achieving approximately 10,000 post's impressions on LinkedIn.
- **Strategic Social Media Account Management:** Managed company's LinkedIn page, achieving 500 followers in a 3 months row. Devised effective B2B marketing strategies.

600 +

FOLLOWERS TOTAL

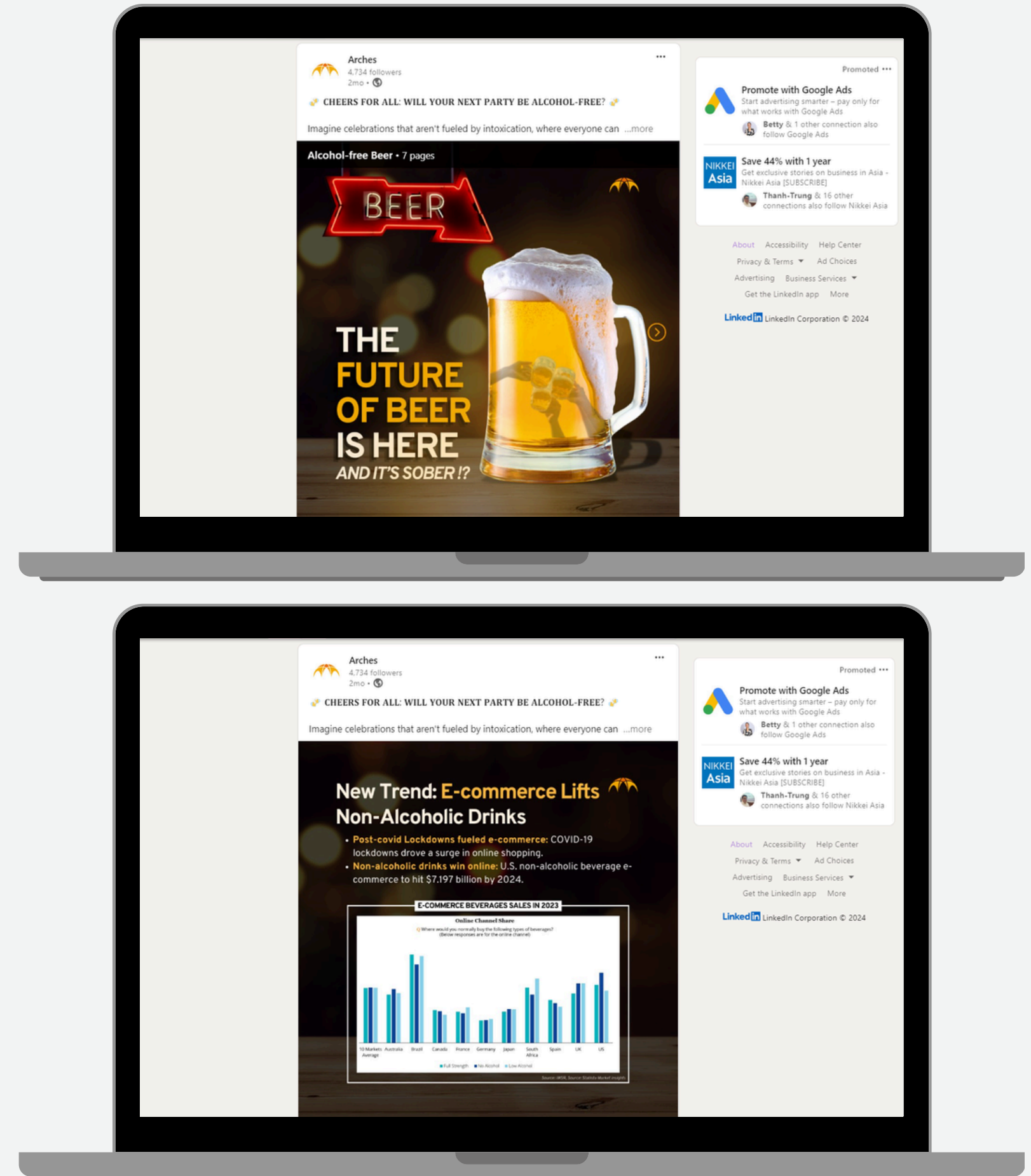


2.

- Leveraged strong research, analytical skills and background in graphic design to **create high-quality content** on market trends and industry insights, modeled after top consulting reports.
- **Created data-driven content** for LinkedIn, delivering Arches' thought leadership to an expert audience and securing over 92,500 total impressions with 3,000+ per post.

1,733 +

NEW FOLLOWERS TOTAL

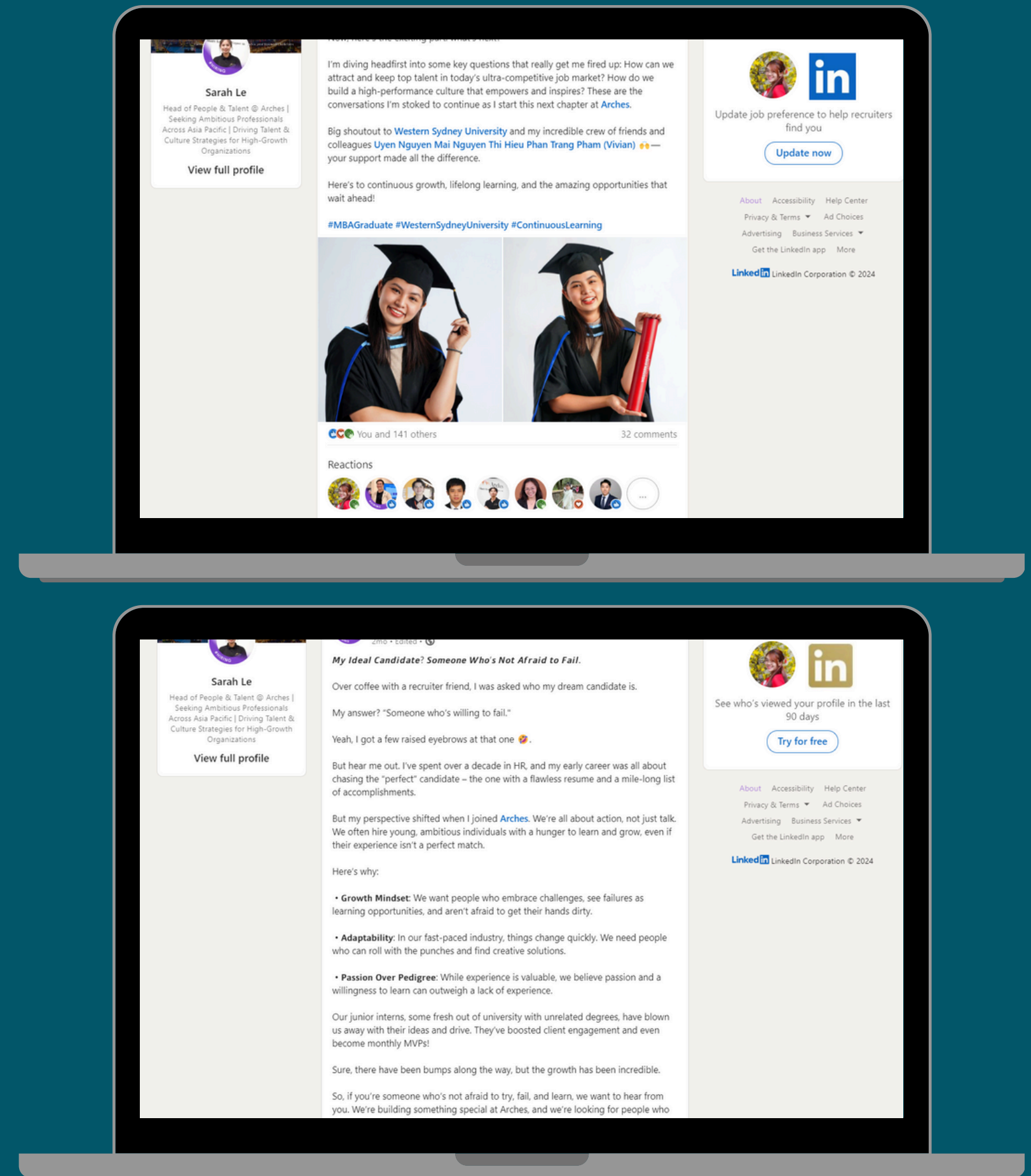


3.

- **Enhanced Personal Branding for Top Recruiters and C-Level Executives:** Utilized content-led marketing and emotional intelligence to understand leaders' perspectives, crafting impactful, personalized content that strengthened their online presence.
- Achieved 192,965 impressions and secured over 1,600 new connections within 4 months, **significantly boosting visibility and engagement** for industry-leading professionals.

1,888+

NEW FOLLOWERS TOTAL



4.

- **Increased Brand Awareness:** Significantly boosted Maitapde's online presence, achieving nearly 7,810k impressions across platforms
- **Boosted Instagram Engagement:** Achieved a nearly 96x increase in Instagram views in just 2 days of the giveaway campaign!
- **Strong Visual Branding:** Developed branding guidelines for Maitapde, including a mood board, photo frames, and fonts for social media and website design.

** Note: We were partnered during the Digital Marketing Course.

7,810+

IMPRESSION TOTAL
in less than 1 month



project PORTFOLIO

Hereby is my project portfolio, showcasing a **compilation** of my past and current experiences.

01

Easter Crafting Workshop (2024)

Marketing Assistant At ECO Solutions (ECO VIETNAM)

02

Divers Project (2019 - 2020)

Co-Founder, Head of Content & Design

03

Divers Project (2019 - 2020)

Co-Founder, Head of Content & Design

04

ESL Teaching Project (2023)

Volunteer ESL Teacher,
Logistics Assistant

05

COVID-19 Psychological Campaign (2022)

Logistics Volunteer

PROJECT 01

Easter Crafting Workshop (2024)

As part of a workshop aimed at raising community awareness for environmental protection, I co-hosted engaging sessions. Below are images capturing moments of teaching children to utilize 100% Organic Fertilizer for planting, as well as moderating interactive activities during the event.



PROJECT 02

Mai Tap De “Túi Túi” Giveaway (2024)

Successfully launched a Mini Christmast-themed Giveaway session on Instagram and LinkedIn to **promote** a newly launched product. Our message is **“One Bag for You, One Bag for Me”** which allows the luckiest ones to gift their loved ones the one extra tote bag and sharing their love.



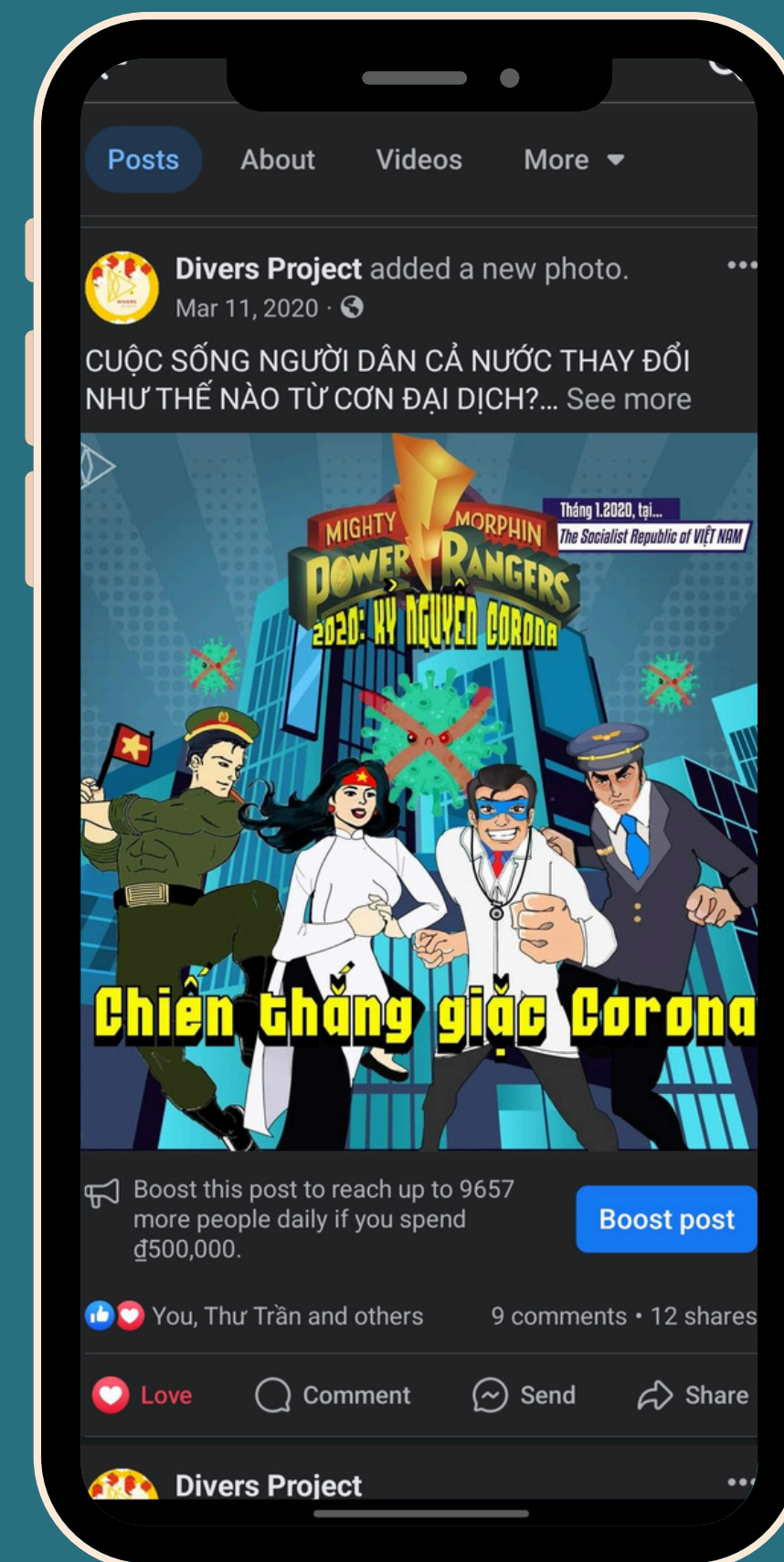
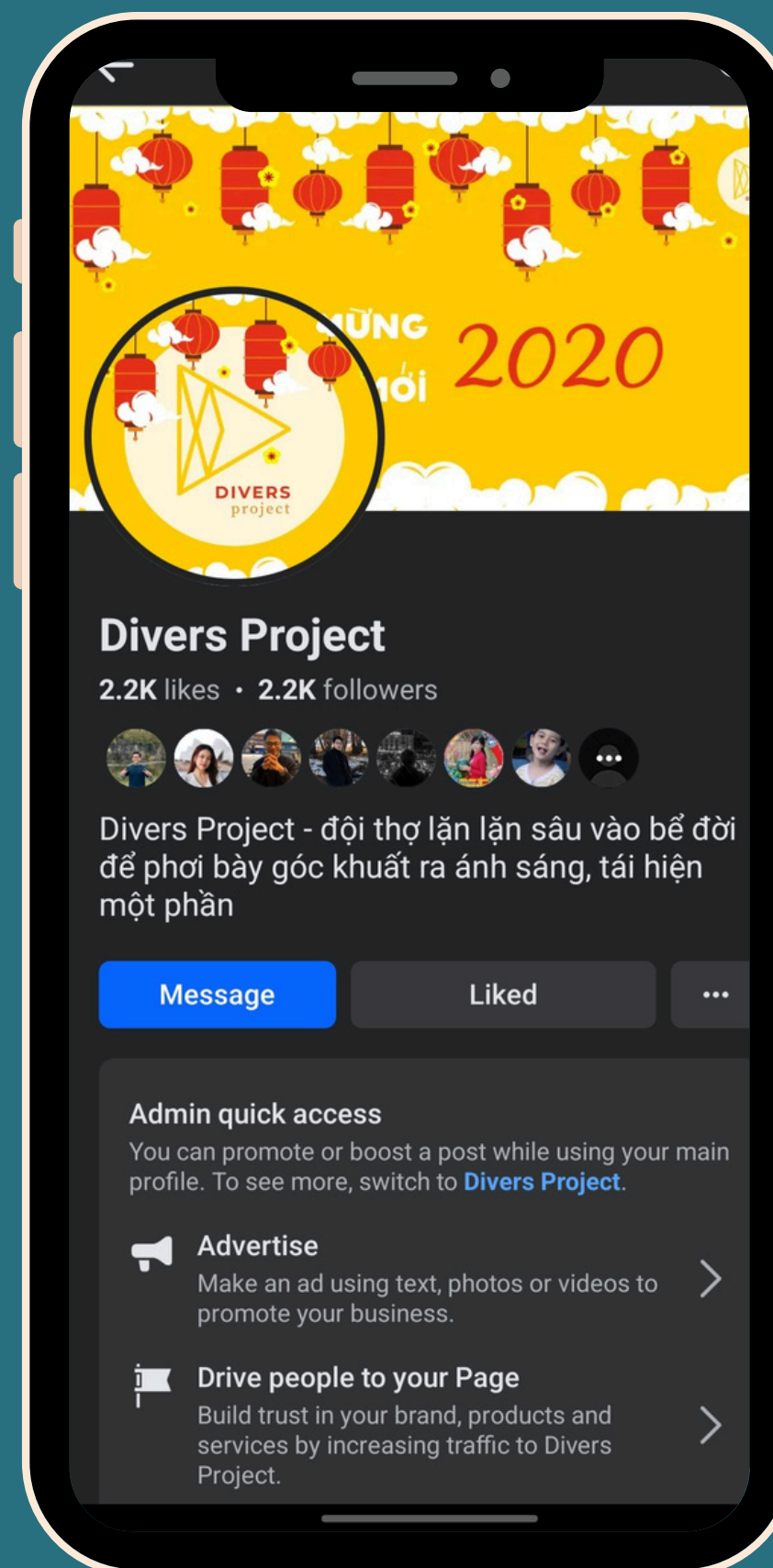
PROJECT 03

Divers Project (Til. 2020)

Co-founded a non-profit project boasting 2.2k followers on Facebook, dedicated to shedding light on often overlooked yet essential professions, and offering insights into various careers for students. Responsibilities encompassed **content creation, design, and marketing initiatives.**

2.2K+

LIKES/FOLLOWERS TOTAL





PROJECT 04

ESL Teaching Project (2023)

Volunteered to teach English to underprivileged children as part of the Green Summer Campaign. Assisted the core organizer team with logistical activities and hosted enjoyable and interactive activities for the children.



PROJECT 05

COVID-19 Psychological Campaign (2022)

Volunteered as a logistic assistant at the Psychological Counseling Campaign for children following the COVID-19 pandemic. Supported doctors by addressing their requirements and assisting in guiding children to appropriate doctors.



EDUCATION

As a **determined and goal-oriented** individual, I exhibit these traits through my academic accomplishments and active engagement in extracurricular pursuits.

In my third year of a four-year academic program at Fulbright University Vietnam, I have cultivated an **interdisciplinary mindset with the necessary skillset** to support my future career across **diverse fields**.

Furthermore, my passion for exploring **cultural and socioeconomic issues** is evident in both my academic interests and project involvements.

2018 - 2021

Gia Dinh High School | GPA: 3.6

- Co-founded a non-profit project with 2.2k followers on Facebook. Content creation, marketing, and design.

2021 - 2025

Bachelor of Arts at Fulbright University | GPA 3.56

- Double Major in Economics and Social Studies.
- Skills: Creative and Academic Writing, Quantitative Research, Critical Thinking.

CERTIFICATIONS

Recognizing the value of continuous learning beyond formal education, I **actively pursue** online courses to acquire specialized knowledge relevant to my future career aspirations.

English Certification

- IELTS: 7.5 (No Skills Below 6.5)
- English for Business and Entrepreneurship MOOC (OPEN)

Marketing

- Foundations of Digital Marketing and E-commerce (Google)
- Attract and Engage Customers with Digital Marketing (Google)
- Building a Business Presence with Facebook Marketing (Coursera)
- Content Marketing (HubSpot Academy)
- Google Analytics Certification (Google)
- SEO for Beginners (Great Learning)
- SEO Introduction (Semrush Academy)
- SEO Keyword Research (Semrush Academy)

Project Management

- Foundations of Project Management (Google)



Contact Details

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