



Lâm Kim Huân

ASSITENT BRAND MANAGER

PERSONAL PROFILE

I am a creative professional with nearly 10 years of experience in brand design, communications, and corporate visual identity. After leading multiple rebranding projects and marketing campaigns across the education, tourism, retail, and startup sectors, I am now pursuing a role as a Brand Manager – where I can combine strategic thinking, creative skills, and hands-on execution to build strong and sustainable brands.

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HỌC VẤN | EDUCATION

Arena_multimedia | 2012 | Hồ Chí Minh City

- Specialized training in multimedia with a focus on design tools and software skills.

Bold Creative Training Lab | 2024 | Hồ Chí Minh City

- Training in Advertising, Creative Thinking, and Communication for the visual and strategic industries.

Bussiness Manager | 2025 | Coursera

- Comprehensive course in brand strategy, aligning business goals with brand behavior and customer experience.

KINH NGHIỆM LÀM VIỆC | RESEARCH EXPERIENCE

VIKID HIM LAM JSC - Brand Creative Lead (Rebranding Project) 2025 – nay

- Led the complete rebranding of Vietopia, including the development of a new brand identity system: logo, key visuals, color palette, typography, and brand usage guidelines.
- Achieved a +120% increase in social media engagement, with an 87% brand affinity score in internal surveys.
- Conceptualized and executed the flagship program “Summer Kids 2025”, in collaboration with brand partners, to create an engaging summer playground experience for children at Vietopia. Managed the project from concept to visuals and unified communications, successfully increasing registration rates and repositioning the brand as dynamic, creative, and family-friendly.

Fastlance - Product Creative (Freelance) | 2025 – nay

- Produced full-cycle video projects (ideation → filming → editing) for brands via Fastlance, aligning with communication goals and proposing creative concepts to boost engagement and match target audiences.



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BRAND ASSISTANT MANAGER

Bold Creative Training Lab - Founder & Brand Mentor | 2024 - 2025

- Developed key visuals and edited videos for various company programs – handling the full process from concept to final product in line with communication objectives.
- Proactively proposed creative concepts and storytelling to attract the right audience and increase digital engagement.

Blanco Training & Design - Brand Consultant & Trainer | 2024 - nay

- Created key visuals and videos for creative campaigns,
- proposing storytelling and visuals tailored to young learners with an artistic direction.

Freelance Designer - Branding Consultant | 2024 - nay

- Worked with clients in the USA, Spain, Thailand, and Vietnam.
- Key projects:
 - Sweetie Bakery (USA) – developed brand guideline and packaging
 - Yen Yoga (Spain) – developed brand guideline and packaging
- Supported communication for campaigns in the education and FMCG sectors.
- Served as Video Editor for Fastlane VN (Thailand market).

World Travel - Creative Lead - Campaign & Brand Assets | 2023 - 2024

- Developed brand identity for tourism projects.
 - Created communication campaigns to drive engagement and conversions in the travel sector.
- Organized and executed tourism-related events.

Fahasa - Senior Graphic Designer & Visual Merchandising | 2019 - 2023

- Designed and illustrated 3D visuals for key bookstores (Nguyen Hue, Xuan Thu, District 9, Hanoi, Da Nang, Phu Lam, and Thiso Mall), ensuring visually appealing graphics aligned with in-store displays and customer experience.

Lela restaurant & bar | Junior Graphic Designer | 2017 - 2019

- Designed marketing materials (POSM, posters, banners, event visuals) aligned with brand direction.
- Collaborated closely with the Marketing team and General Director to ensure clear and consistent visual messaging.
- Applied flexible and creative use of layout and color to attract the right target audience for each campaign.

Printech | Junior Product Designer | 2015 - 2017

- Collaborated with the production team to ensure print feasibility and quality from mockup to final output.
 - Optimized designs based on cost, printing techniques, and brand objectives for each project.
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DỰ ÁN | PROJECTS

Agency Town 2024 | Bold Creative Training Lab

- Launched the mid-scale campaign “Agency Town 2024”, simulating an agency ecosystem with specialized departments: Art Hub (Design), Copy Village (Copywriting), Strategy Hamlet (Planning), and Account Corner (Client Management).
- By integrating cross-platform communications and themed workshops, the campaign successfully attracted a wide range of new students from various creative disciplines, helping position Bold as a comprehensive training hub in the advertising industry.

Summer Kids 2025 | Vietopia

With the goal of delivering a vibrant, meaningful, and enriching summer for children, I led the development and execution of the “Summer Kids 2025” campaign at Vietopia.

As Brand Manager, I was directly responsible for:

- Developing the program concept around the theme: “Explore – Create – Learn Through Play”.
- Negotiating and securing partnerships with brands in education, F&B, toys, and children’s healthcare to create hands-on experiences and promote screen-free engagement.
- Designing sponsorship packages and brand benefits tailored to each partner, ensuring sustainable collaboration and brand synergy within Vietopia.
- Coordinating with internal departments to execute a series of activities across career zones, the central stage, and weekly workshops throughout the summer.
- Successfully signed with 5 partner brands: Vinamilk, Yakult, Kova, LCB, Pickleball Him Lam.
- Organized 12 new interactive activities, attracting over 100 children entrusted by their parents.
- Contributed to a 40% increase in individual visitors compared to the same period, enhancing Vietopia’s image as a top edutainment destination in Ho Chi Minh City.

CÔNG CỤ | TOOLS

- Design & Video: Gemini, VEO 3, Leonardo, Photoshop, Illustrator, Canva, CapCut
- Analytics & Reporting: Meta Insights, Google Sheets
- Management & Presentation: Notion, PowerPoint, Google Slides
- Market Research: Pinterest, Behance, Google Trends, AnswerThePublic, Clay

THÀNH TỰU | NOTABLE AWARDS

- Awarded “Employee of the Year 2022” for contributions to revamping in-store visuals, enhancing brand recognition and customer shopping experience.
 - Led the full brand management of the “Summer Kids 2025” program – from concept development to campaign visuals and communications – in collaboration with sponsoring brands.
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