

PORTFOLIO

2014 - 2019



NAME PHAM Thi Thu Huong

PHONE +33 685683832

ADDRESS Hanoi, Vietnam

MAIL ptt.huong.8895@gmail.com

HELLO!

Glad you're here. A little about me...

I am a recent graduate of the University of Sciences, Socials, and Humanities where I earned my Licence of International Studies. I have 1,5 years of work experience as a Social Media Marketer for Kinergie Studio and 5 years of freelance experience in design . I'm currently studying in University of Montpellier in order to improve my French.

This portfolio is about my professional experiences, my activities I had taken part in and my projects I had done. In addition, it's about the life around me through my lens.

Please feel free to scroll down in order to find out more about me and browse through examples of my academic and professional work.

Thank you for taking the time to read my portfolio!

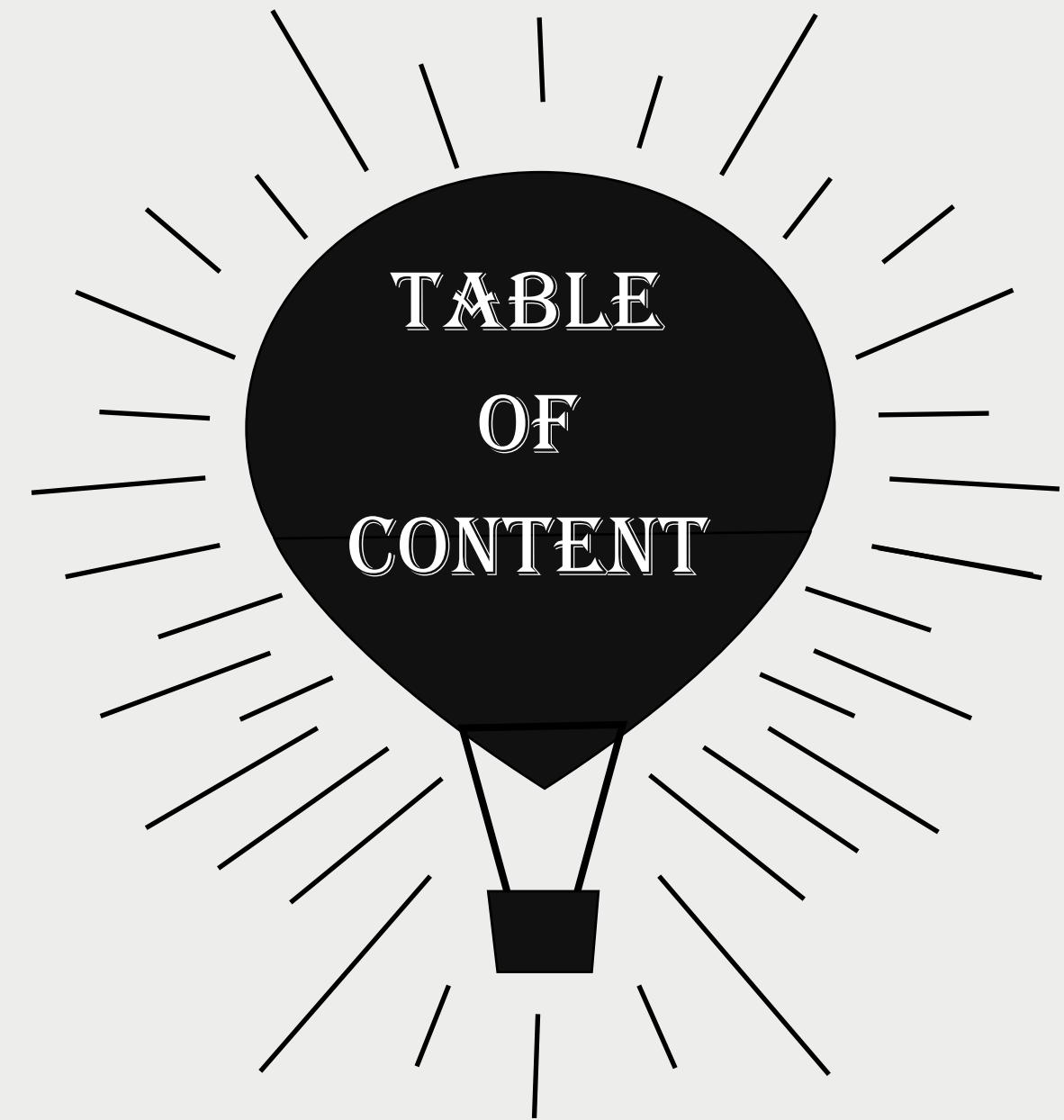


PHAM THI THU HUONG

*"If you want to understand how a lion hunts,
don't go to the zoo. Go to the jungle"*

FROM James R. Stengel

THINK SMART ANYTIMES



About me	06	Hobbies	14
Professional work	08	Photo project 1	16
Social activities	10	Photo project 2	22
Graphic design	12	Photo project 3	24

ABOUT ME

NO. OF EVENTS
I HAVE TAKEN PART IN:

228

NO. OF EVENTS
I HAVE ORGANIZED:

52

NO. OF PARTNER BRANDS
I HAVE COOPERATED:

26

CREATING
MORE THAN

105

MEDIA
PUBLICA-
TIONS



4 K
FOLLOWERS
ON FANPAGE

SOME INTERESTING FACTS



OWNING 2
GROWING
WEBSITES

[2014 - 2019]

"Climb the mountain not so the world can see you, but so you can see the world" - David McCullough

Having taught Literature and English in 3 centers, responsible for about 50 children

Having arrived over 20 new areas, including 5 times abroad

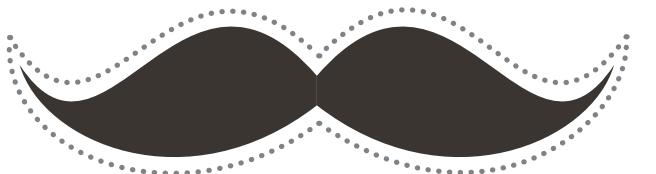
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PHOTO
PROJECTS



WITH 1030
SHOTS





SOCIAL MEDIA MARKETER

- Kinergie Studio -

About Kinergie Studio

Kinergie is known as the only contemporary and ballet creation space in Hanoi with the purpose of conveying artistic inspiration and developing Vietnam art-loving community.



WORKSHOPS AND PERFORM PROJECTS

We provide the space and creative conditions for artists. Through the workshops and performances, we push ballet and contemporary art closer to the public, as well as connect artists and the art-loving community.



BALLET AND CONTEMPORARY CLASSES

In addition to the classroom for children and adults, 40% of our classes are for people from middle-aged - the age at which they will be rejected by all the dance schools. It's not fair for art lovers to be treated like that just because circumstances do not allow them to approach the arts early. So we help them to solve this problem by our special classes

MY DUTIES

I started working in Kinergie Studio from August 2018 as a Management Assistant., then become a Social Media Marketer.

My main duties are...

COMMUNICATION

Meeting and working directly with artists and partners. Fundraising from sponsor and community.



DESIGNER AND PHOTOGRAPHER

Designing posters, banners promoted the events and new classes. Taking moments' pictures and creating content online on the website.



CLASSES MANAGEMENT

Arranging the classes schedule. Meeting directly with students and receiving feedback to improve the quality of teaching.

BEING A PART OF STUDIO

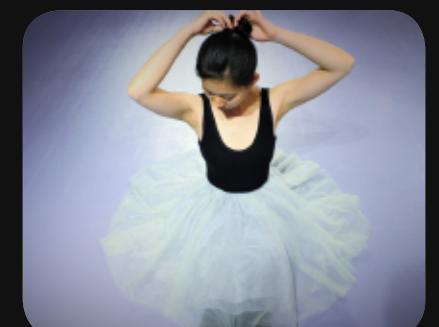
As a student of the studio, I assess the quality from the student perspective.

OVERSEE OPERATIONS

Arranging the working schedule and planning in organizing various projects.

DATA ANALYTICS

Employing marketing analytic techniques to gather data (social media, web analytics, rankings) Creating statistical reports.

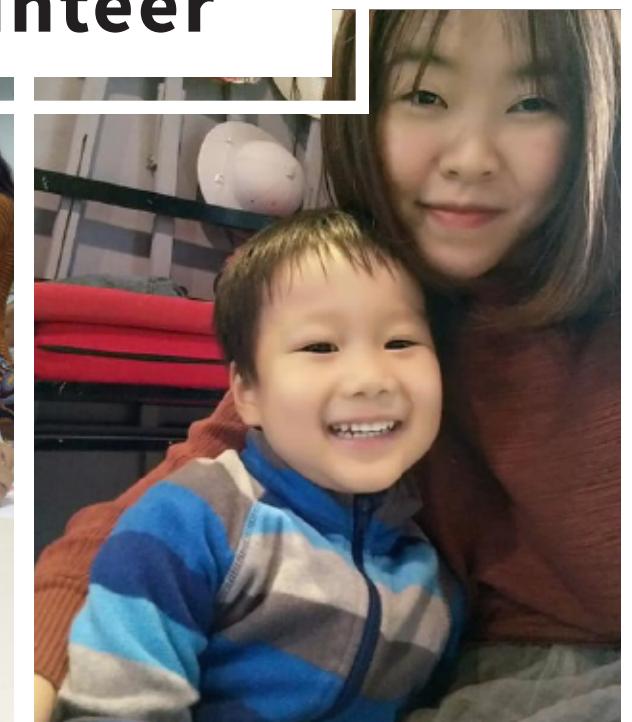


SOCIAL ACTIVITIES

I have taken part in and organized a lot of activities. Most of them were belong to the university's clubs and social organizations. We organized the academic seminars in order to supply the knowledge for the students.



We have also organized extracurricular activities, created a playground to seek and develop talents in student community, as well as create cultural and academic exchanges between Vietnamese students and international students.



Volunteer

I was a volunteer caring for blood cancer children at the hospital's library. I taught them reading, painting and playing the piano. In addition, I was a volunteer in volunteer clubs. We raised funds, called for donations of clothes, books, and foods for the poor



GRAPHIC DESIGN



GENERAL PROJECT:

Project included many posters, invitations, avatars, covers in order to advertise clubs via social network

PROJECT: 5 YEARS ANNIVERSARY OF MCC

Those graphics included poster, invitation, avatar and logo in order to advertise that event via social network



PROJECT: MC SPARKLING

Those graphics included poster, invitation, avatar, ect. in order to advertise that event via social network



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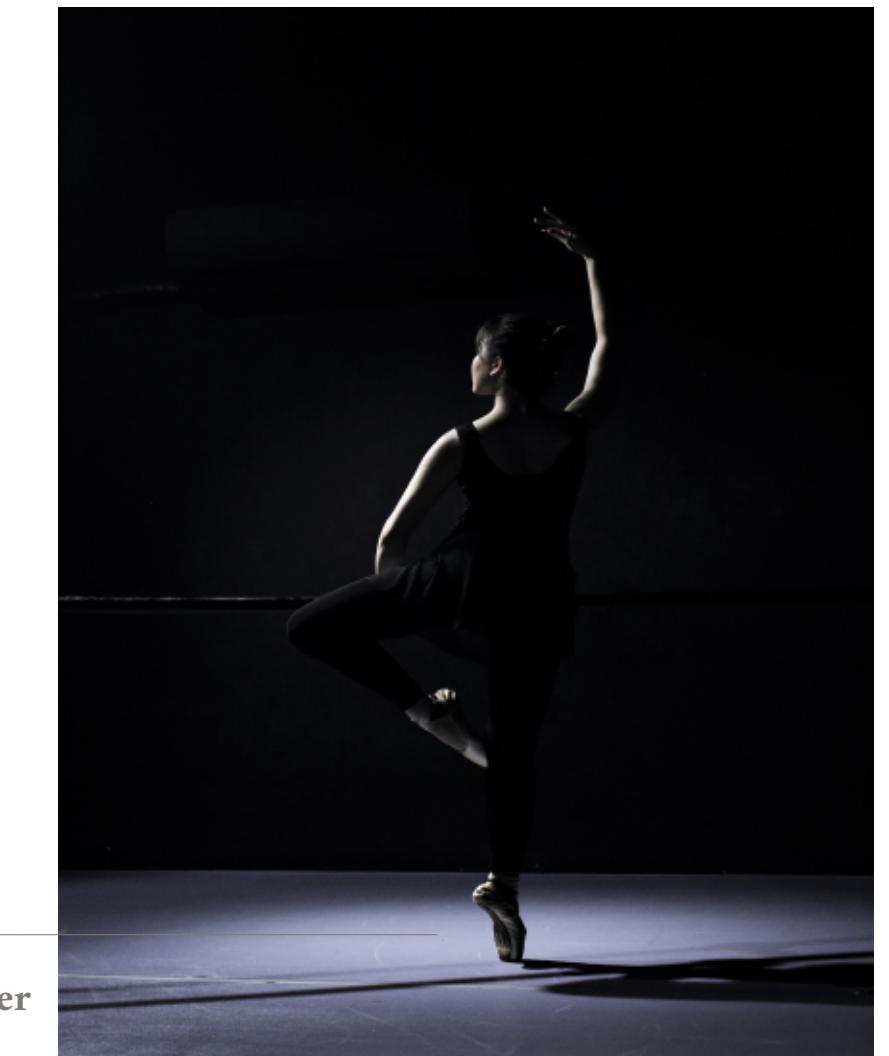
AND... A MILLION THINGS ABOUT ME



Mask drawing
and DIY



Cooking



Project 1

CHINESE TRADITIONAL LIFE

The project I have nurtured and performed during 4 years with 4 times to China's South provinces. The project focuses on exploiting the general aspects of the Chinese traditional culture through architecture, folk art, foods, especially of the natives' lives in the lands that I have set foot.

This is a long-term project with about 400 selected photos. I will summarize the main sections and content of the project in this portfolio.



Chinese architecture always makes us curious and interested. The Chinese preserve well their ancient architecture. It's interesting that the preservation of these monuments extremely perfects, serves totally for the purpose of preserving the culture and comes from the determination of local people.

With the sensible policies from the government, citadels and the ancient houses are preserved and used as souvenir shops and homestays for tourists.

Moreover, some apartment blocks are gradually being built in the vicinity in order to solve population problems.



According to my observations in Dali, and Lijiang, domestic tourism is quite developed but it's still unfamiliar with foreign tourists. Most people don't speak English. In order to talk and understand the locals, we had to learn the the most usual Chinese phrases.

In Dali Old Town, we got acquainted with Naxi ethnic people. Some local people are very open mind with visitors. They showed us cultural characteristics in their costumes and local dishes.



However, some other people did not welcome us. They react negatively to the camera and brush our presence off. They think that the arrival of visitors will upset their current lives.



Young people, especially college students, welcome our presence in their cultural exchange programs.

At Guangxi University, we learned about traditional Chinese arts: Chinese Calligraphy, drawing Beijing Opera masks, cutting Chinese wind paper.



Nowadays, visitors are interested in ancient things and they are attracted by the ancient citadels. Although tourism brings more and more benefits for locals, it imports also new cultural habits into these areas. Some developing towns coped well with these impacts. But I wonder that in the future, could local people still retain all the pure culture in the integrative context?



Project 2 THAILAND: “ BEAUTY FOR SALE”

LGBT is always a sensitive topic in the Asian countries. However, Thailand - a Southeast Asia country, is very open mind about this issue and is considered as one of the leading countries in transsexual surgery technology.

My project does not exploit the right or wrong views about homosexuals. These photos provide my personal opinion about the way the Thai government using beauty and transgender people as business tools and the vicious circle that transgenders are facing.



Project 3 HANOI IN AUTUMN

Those pictures depict the changes in space and time during the season changing moment.

Unlike the gloomy winter, the noisy summer, or the dreaminess spring, Hanoi's autumn brings a gentle serenity and very charming in an extraordinary way.



thank you

CONTACT ME

E. ptt.huong.8895@gmail.com

T. +84 916 521 532

W. www.leomemory.wordpress.com