

PORTFOLIO

2014 - 2019



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HELLO!

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

I am a graduate of the University of Sciences, Socials, and Humanities of Hanoi 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 at the University of Montpellier with the aim of improving my French.

This portfolio is about my professional experiences, the activities I have taken part in, projects I have led and on a more casual note on my way of seeing the world.

Thank you for taking the time to read my portfolio!

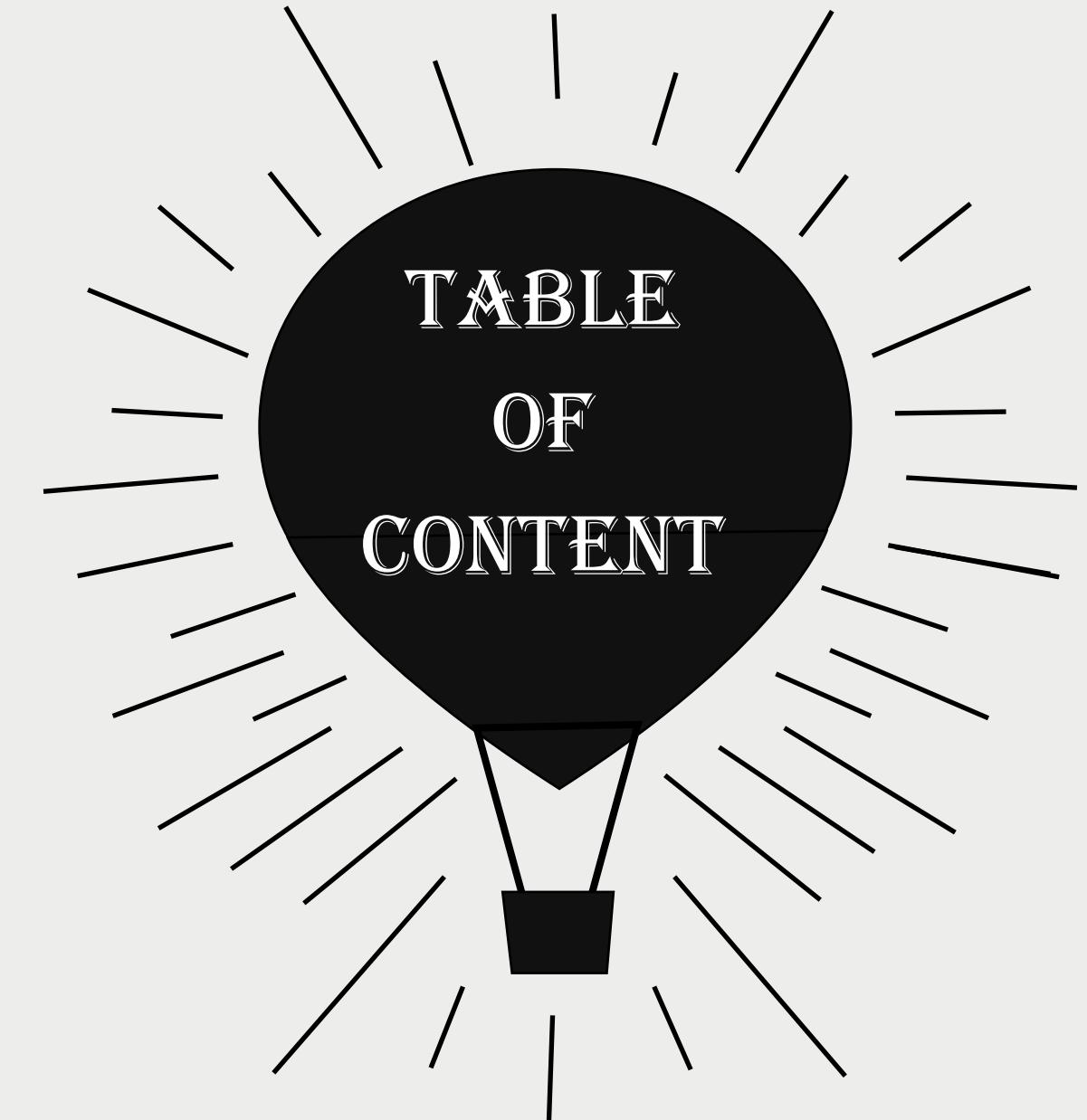


PHAM THI THU HUONG

*"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



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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



SOME INTERESTING FACTS

4 K
FOLLOWERS
ON FANPAGE

[2014 - 2019]

OWNING 2
GROWING
WEBSITES

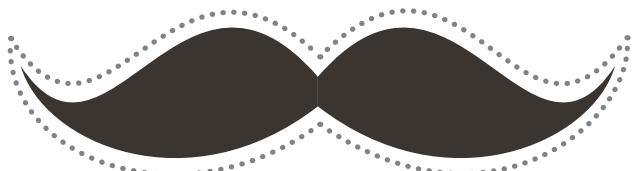
"Climb the mountain not so the world can see you, but so you can see the world" - David McCullough

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

 Visited over 30 new areas, including 5 times abroad

 4 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 Vietnamese 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, and connect artists and the art-loving community.



DANCE FOR ALL AGES

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 prevent them from approaching 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 communities.



DESIGNER AND PHOTOGRAPHER

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



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.



CLASSES MANAGEMENT

Arranging the class 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 of the student perspective.



SOCIAL ACTIVITIES

I took part in and organized a lot of activities. Most of them belong to the university's clubs and social organisations. We organized the academic seminars in order to supply the knowledge of the students.



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



Volunteer

I was a volunteer caring for children suffering from blood cancer at the hospital's library. I taught them to read, to paint and to play the piano. Besides, as a volunteer in volunteer clubs, we raised funds, required donations of clothes, books, in aid of the ones in need.



GENERAL PROJECT:

This project included many posters, invitations, avatars, covers to advertise clubs via social network

2015

PROJECT:

MC SPARKLING

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



GRAPHIC DESIGN



PROJECT:

5 YEARS ANNIVERSARY OF MCC

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



AND... A MILLION THINGS ABOUT ME

Mask drawing
and DIY



Travel lover

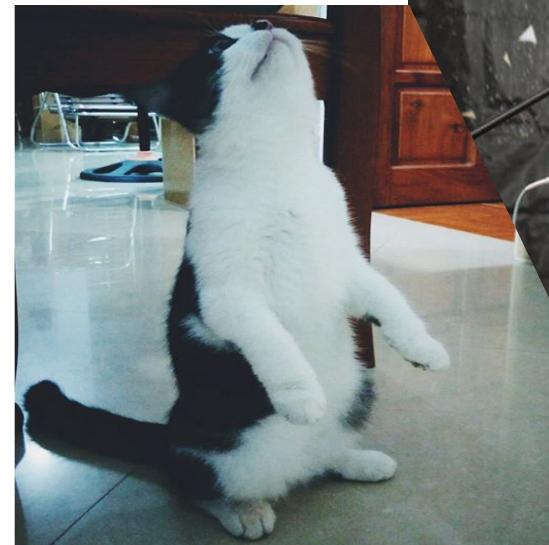
Cooking



Ballet lover



Guitar lover



Cat lover



Project 1

CHINESE TRADITIONAL LIFE

The project I have nurtured and performed for four years with four times to China's South provinces. The project focuses on exploiting the general aspects of the traditional Chinese culture through architecture, folk art, food, 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 summarise 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 of 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 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 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 also imports 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 south-east Asian country is very open mind about this issue and 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 opinion about the way the Thai government using beauty and transgender people as business tools and the vicious circle that transgender 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 tranquillity and very charming extraordinarily. My project stressed the special ambiance through each element of this old capital in autumn. It is an ancient portico of the pagoda, or a familiar peddler, or just the red leaves fell.

Moreover, these photos were photographed not only in one day. I took them from the start of autumn until the end of this season. So I could feel the changing of everything over time.



thank you

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