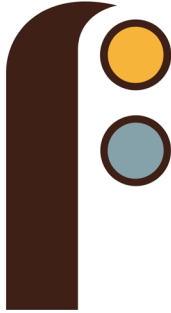


JENNY TÂM THAI



PROFILE

A multidisciplinary creative marketing & communications professional who specialises in the creative and fashion industry. Next to being an experienced content creator and model, I am also a multilingual copywriter as well as a certified graphic designer, particularly skilled in visual communication, layout design and graphic animation. I am particularly passionate about sustainable and innovative projects. As a highly organised and self-motivated person, I am accustomed to working independently while managing several projects simultaneously.

CONTACT

info@jennytamthai.com

jennytamthai.com

LinkedIn: [in/jennytamthai/](#)

Instagram: [@jennytamthai](#)

LOCATION

Currently based in
Paris, France.

LANGUAGES

English 

German 

French 

Vietnamese 

Teochew 

Dutch 

Spanish 

Latin

ADOBE CC

Photoshop 

InDesign 

After Effects 

Illustrator 

Lightroom 

Premiere Pro 

WORK EXPERIENCE & EMPLOYMENT

2018 - PRES, FREELANCING: FIL ROUGE CREATIVE BY JENNY TÂM THAI

Creative Communication: multilingual written & visual storytelling

- Services include: copywriting, marketing, graphic design, content creation, newsletter creation & translations
- Worked with clients, such as: BjörnBox, Luna Skates, Artventure PR, Julia Otilia, Jättefint, Björn Agency, AKB Coaching, KEO Socks

2019 - PRES, FREELANCING: MAXOMORRA AB

Head of Content & Communications (on freelance basis)

- Overseeing all external communications for Maxomorra & Meyadey
- Organising photoshoots & securing on-brand content
- Designing & writing B2B and B2C newsletters, catalogues, graphics
- Managing the marketing & social team as well as external parties
- Creating on-brand copy, animations and gifs
- Designing & managing the websites

2018, JULIA OTILIA ORGANIC JEWELLERY, UTRECHT, NETHERLANDS

Communication & PR Intern: Julia Otilia is a timeless Scandinavian jewellery brand that is inspired by fine details in nature.

- Producing a [brand book](#) and other graphic design tasks
- Creating a [blog](#) and maintaining the website
- Planning strategies & managing the brand's [social media channels](#)

2017-2018, BJÖRN AGENCY, AMSTERDAM, NETHERLANDS

International Sales & Marketing Intern: Björn Agency is an innovative fashion agency focusing on sustainable children's clothing

- Content creation for different channels of social media
- Creating a [sustainable branding magazine](#)
- Presenting the brand portfolio to UK, BNX & French clients

OFFICE MS

Word     

Excel  

Powerpoint    

WEBSITES

Wordpress    

WooCom.  

Magento  

SEO  

HTML/CSS 

MARKETING

Mailchimp    

Hootsuite    

Later    

CRM/ZOHO

Zoho Desk    

Zoho CRM    

Zoho Mail    

OTHER

Certified TEFL Teacher

Creative Writing Course

Vinyasa Yoga Teacher

(Training in progress)

INTERESTS

Yoga, Travelling, Writing,

Dance, Photography,

Sustainability, Self-

Development, Journalling,

Creative Projects, Languages.

REFERENCES

...and an exhaustive list of experiences on request.

EDUCATION

2015 - 2019, NOTTINGHAM TRENT UNIVERSITY, NOTTINGHAM, UK

1st Class BA (Hons) International Fashion Business incl. diploma in Fashion Management & placement diploma with distinction

- Modules included: fashion innovation and concepts, trend and lifestyle prediction, marketing and branding, buying and merchandising, design & visual communication, fashion textiles, product technology, supply chain management, research in fashion and culture

- Bachelor Dissertation Part 1: Is AI killing creativity? An exploration into AI's influence on trend forecasting and its consequences for the fashion industry

- Bachelor Dissertation Part 2: Making Open Source Fashionable - An investigation into the opportunity of implementing an open-source model to drive creativity in fashion design

- Invited as a guest speaker to the University Forum for HRD 20th Anniversary International Celebratory Conference (UFHRD2019) in Nottingham to present dissertation findings

2013, VICTORIA HIGH SCHOOL, VICTORIA, CANADA

International Six Week High School Programme

- Improved language skills in an international environment

2007 - 2015, HEINRICH-SUSO-GYMNASIUM, KONSTANZ, GERMANY

German Abitur (equivalent to International Baccalaureate) with an average of 1.7 (approximately UK Grade A)

VOLUNTEERING & OTHER EXPERIENCES

2018 - 2019, SHELTERSUIT FOUNDATION, ENSCHEDE, NETHERLANDS

Copywriter & Translator: Sheltersuit design and produce wind- and waterproof coats for refugees and the homeless.

- Translating campaign and website texts from Dutch into English
- Handling copywriting projects

2018, LA TORTUGA FELIZ, PACUARE, COSTA RICA

Volunteer: La Tortuga Feliz is a non-profit turtle conservation programme.

2017, NTU GREEN LEADERS, NOTTINGHAM, UK

Competition Winner: Project to enhance NTU's sustainable practices.

- Tackling the textiles waste generated by NTU's fashion department
- Organising events, such as Fashion Revolution Week

2017, TEDxAMSTERDAM WOMEN, AMSTERDAM, NETHERLANDS

Social Media Volunteer

- Content creation & documentation of live events on social media