

# Chloe Bui

## Creative Marketer

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### Work Experience

 **Director**  
**Orange Epsilon Ltd, London**  
Nov 2024 - Present

- Founded Orange Epsilon Ltd to provide marketing and creative services to small and medium-sized businesses
- Actively collaborating with SupportWise IT Services on ad-hoc projects, including social media content and design assets
- Developing the foundation for Orange Epsilon's marketing strategy, including drafting plans for blog topics and social media content
- Researching best practices for building an online presence, focusing on industry trends and audience engagement strategies
- Organising ideas for a cohesive brand identity to ensure consistent messaging across future digital platforms

 **Digital Marketing Apprentice**  
**SupportWise IT Services, Swindon**  
Sep 2023 - Nov 2024

- Crafted and scheduled social media posts to support campaigns, leading to a 61% increase in engagement and enhanced lead generation for a client
- Scripted and produced engaging YouTube videos that communicated the business' offerings using Adobe Premiere & After Effects

- Collaborated with clients to iterate on designs, ensuring their satisfaction and effective project delivery
- Authored a monthly newsletter focused on industry trends and news, achieving an average click-through rate (CTR) of 8.1%

 **Server**  
**Kokoro UK Limited, Bournemouth**  
Sep 2021 - Feb 2022

- Worked closely with colleagues to ensure customers received prompt attention, improving overall team efficiency
- Assisted new staff in learning restaurant procedures, fostering a collaborative and supportive team environment
- Adapted quickly to changing customer demands and restaurant needs, maintaining a positive and flexible attitude
- Provided exceptional customer service, addressing customer inquiries and resolving issues to ensure satisfaction

 **Receptionist**  
**Purlux Nails, London**  
Jul 2019 - Aug 2019

- Played an active role in managing the salon's Instagram account, leading to increased visibility and engagement with both existing and potential clients
- Monitored customer interactions on social media, responding promptly to enquiries and prompting services to boost client bookings

# Education History

## 3D Computer Animation in Art & Design

### Bournemouth University

Sep 2020 - Oct 2023

- Learned and practiced design theory to create and develop impactful narrative-driven art using software such as Adobe Creative Suite or Maya, paying attention to details like colour, font, composition, etc.,
- Cooperated in teams in specialised roles and developed leadership, communication and time management skills

## Foundation in Art & Design - 3D Specialism

### Ravensbourne University

Sep 2019 - Jun 2020

- Developed a strong foundation in art and design principles, with a focus on 3D design techniques
- Participated in collaborative feedback sessions, enhancing critical thinking and empathy while refining design concepts

# Skills

Google Ads	● ● ● ● ●
Google Analytics	● ● ● ● ●
Meta Business Suite	● ● ● ● ●
LinkedIn	● ● ● ● ●
WordPress CMS	● ● ● ● ●
Odoo CMS	● ● ● ● ●
Adobe Photoshop	● ● ● ● ●
Adobe Illustrator	● ● ● ● ●
Adobe InDesign	● ● ● ● ●
Adobe Premiere	● ● ● ● ●
Adobe After Effects	● ● ● ● ●
Figma	● ● ● ● ●
HTML	● ● ● ● ●
C#	● ● ● ● ●
Python	● ● ● ● ●

# Highlighted Projects

## Website Landing Page for Google Ads

- Designed and implemented a targeted Google Ads landing page informed by thorough keyword research and SEO strategies
- Leveraged Google Analytics insights to refine the customer journey map, directly contributing to improved campaign performance

## Print Ads in The Business Exchange Swindon & Wiltshire

- Researched and applied best practices from successful tech sector campaigns
- Created high-impact print artwork that received feedback from management for quality, leading to higher brand visibility and distribution

## Complete Redesign & Marketing Overhaul of Company Website

- Strategically restructured and enhanced SEO content, aligning with brand guidelines
- Implemented complex design changes using the Bootstrap CSS framework, overcoming limitations of the Odoo CMS website builder and enhancing user experience

# Summary

Creating encounters that improve audiences' experiences with a brand or product is what I have come to learn is my motivation for a career over my experiences thus far. I enjoy feeling how much easier it is to navigate a web page or knowing that a poster's intent is clearly communicated through a call to action.

If you're interested in investing in a passionate and motivated partner, contact me today.