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TUYEN BUI-LALLY



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PROFESSIONAL EXPERIENCE

2014

Business Development and Relationship Manager

DEVELOPED BUSINESS OPPORTUNITIES
MANAGED VIP EVENTS FOR FRENCH CLIENTELE IN BOSTON & NYC
EVENTIS COMMUNICATION AGENCY, PARIS | BOSTON

2009-2013

Services Marketing and Group-wide Events Manager

CREATED AND MANAGED STRATEGIC SERVICE PLANS
EXECUTED ACTION PLANS TO BUILD AWARENESS + GENERATE DEMAND
COORDINATED WITH INTERNAL + EXTERNAL STAKEHOLDERS
CREATED DIGITAL EVENT MARKETING ASSETS
SUNGARD CAPITAL MARKETS | PARIS

Brand Marketing Manager

IMPLEMENTED WORLDWIDE DIRECT MARKETING STRATEGY + CAMPAIGNS
CREATED THOUGHT LEADERSHIP CONTENT
MEASURED LEAD GENERATION & CUSTOMER RETENTION
IN 2012, MANAGED BUDGET OF \$270K, \$10.54 M ADDED TO SALES PIPELINE,
MARKETING CAMPAIGN SUCCESSFULLY GENERATED \$5.6M IN CLOSED DEALS
ORGANIZED 3 DAY ANNUAL CONFERENCE WITH 300+ ATTENDEES
SUNGARD CAPITAL MARKETS, PROTEGENT
SOLUTIONS FOR REGULATORY COMPLIANCE | PARIS

Field Marketing Manager

EXECUTED EVENT PLANNING + STRATEGY INCLUDING
FIELD MARKETING EVENTS, ONLINE EVENTS,
REPORTING OF CAMPAIGN METRICS,
MANAGEMENT OF VENDOR RELATIONSHIPS
SUNGARD CAPITAL MARKETS, VALDI
ELECTRONIC TRADING SOLUTIONS | PARIS

Senior Events Manager, Europe Middle East Africa and Latin America

RESPONSIBLE FOR MARKETING MULTI-SEGMENT CAMPAIGNS
ROADSHOWS, CONFERENCES, EXHIBITIONS AND SPONSORSHIPS
ORGANIZED 50+ LARGE CUSTOMER EVENTS FROM \$1K TO \$1M
EXECUTED EVENTS IN 10+ COUNTRIES
SUNGARD FINANCIAL SYSTEMS | PARIS

2006-2009

Events Executive

RESPONSIBLE FOR IMPLEMENTATION OF GROUP MARKETING STRATEGY
LOGISTICS OF INDUSTRY EVENTS, PRODUCT LAUNCHES, KICK-OFFS
ORGANIZED 3 LONDON NETWORKING EVENTS WITH 700+ ATTENDEES
NEGOTIATED AND CLOSED \$150K IN SPONSORSHIP SALES
GL TRADE, FINANCIAL SOFTWARE | PARIS

2004-2005

International Press Relations and Events Executive

DEVELOPED EUROPE & CHINA PRESS RELATION CAMPAIGNS,
COORDINATED THE EXECUTION OF PRESS EVENTS IN 6 EUROPEAN CITIES
LAUNCHED PARISIAN SHOWROOM EVENT & PARTNERSHIPS
ARC INTERNATIONAL, TABLEWARE & GLASSWARE
RETAIL INDUSTRY | PARIS

1999-2004

Bilingual Radio Show Producer

PRODUCED 300+ 60MIN DAILY RADIO NEWS PROGRAMS IN VIETNAMESE
RADIO FRANCE INTERNATIONALE MEDIA BROADCAST | PARIS

HELLO! BONJOUR! XIN CHÀO!

I am a French-Vietnamese communicator, designer and educator passionate about food, technology and intercultural identity. I am resourceful, organized and experienced in adapting to high-paced environments and demands.

I love sharing my experiences and ideas with others to help inspire hospitality, conviviality + creativity.

I am familiar with disruptive innovation, technology trends, information systems, food, fashion, media and entertainment. With 15 years experience in the event, communication and marketing industries, I am eager to develop new partnerships, nurture my current relationships and bring people together.

EDUCATION

2017

MFA Communication Design Dynamic Media Institute

MASSART MASSACHUSETTS COLLEGE OF ART + DESIGN

2006

Masters in International Business Communication with honors

CELSA | PARIS IV LA SORBONNE

TEACHING

2018

ADJUNCT INSTRUCTOR, GRAPHIC DESIGN II, SOPHOMORE COURSE
UNIVERSITY OF MASSACHUSETTS, LOWELL

2015- 2016

TEACHER ASSISTANT FOR VISUAL LANGUAGE I & II (TIME)
STUDIO FOUNDATION, FRESHMAN COURSE
MASSACHUSETTS COLLEGE OF ART + DESIGN

OTHER ACTIVITIES

2016- 2018 | Food & Hospitality

PAGU RESTAURANT HOST, CAMBRIDGE, MA
PRALINÉ SHOP ASSISTANT, BELMONT, MA

2007- 2008 | Music Events

DRINK H₂O ASSOCIATION, DJ BOOKING & EVENTS,
CO-FOUNDER, PARIS

SPECIALTIES

EVENT PLANNING AND MGMT :
VENDOR RELATIONSHIPS
LOGISTICS
PUBLIC RELATIONS + MEDIA
COMMUNICATION
MARKETING STRATEGY
BRAND AWARENESS
SPONSORSHIP & HOSPITALITY
TREND ANALYSIS
DESIGN RESEARCH
USER EXPERIENCE (UX) DESIGN
INTERNATIONAL PROJECT MGMT

SOFTWARE

MICROSOFT OFFICE
WORD, EXCEL, POWERPOINT
GOOGLE DRIVE | SLACK
SALESFORCE
EVENT | CERTAIN
SURVEY MONKEY
WEBEX | EXACTTARGET
ADOBE CREATIVE SUITE
INDESIGN
PHOTOSHOP
ILLUSTRATOR
PREMIERE