

VINCENT BUI

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PROFESSIONAL EXPERIENCE

Vietlegacy - Web Developer, later IT Team Lead; Vietnam *April 2022 - May 2023*

- Website design and CRM integration for Europe study abroad consultancy
 - Designed and launched a professional, user-friendly website that attracted over **1,500 monthly visitors**, converting approximately **150 leads** into paying customers within the first 4 months
 - Integrated a CRM system with the website for the sales team, enabling real-time tracking of leads and sales data, resulting in a **20% increase** in sales efficiency and generating an additional **30 conversions** per month
- IT team leadership and intern training
 - Promoted to IT Team Lead, supervising **5 interns** and new hires
 - Developed a training program that improved team efficiency, reducing the average time for interns to complete tasks by 30% and accelerating their contribution to live projects within 4 weeks of onboarding

Goal Reality LLC - Web Developer & Marketing Systems Specialist; Alabama, US *June 2023 - December 2024*

- Website redesign and brand identity development
 - Redesigned the company website with a modern, professional look and established a brand guideline, resulting in a 150% increase in website traffic and a 40% rise in customer inquiries, with over 100 monthly consultation calls
 - Improved website loading speed by 45%, reducing bounce rates and increasing average session duration through optimized images and streamlined code
- Email marketing automation for lead conversion
 - Integrated an email marketing automation system, enabling instant follow-ups with potential clients and resulting in a 25% increase in lead conversion rates and over 50 additional qualified leads per month
- Development of an eLearning platform for real estate investment courses
 - Built an online learning platform offering real estate investment courses, attracting over **500 enrolled students** within the first **3 months**, generating a new revenue stream for the company

Freelance - Web Developer & Systems Consultant (Nail Salon Client); UK *January 2025 - Present*

- Website development for customer reservations and feedback
 - Built a responsive website with an integrated booking system, resulting in 120+ monthly reservations within the first 2 months
 - Implemented an automated email feedback system, collecting over 85 customer reviews and improving customer return rates by 25%
- Account-keeping system for business outcome tracking
 - Developed an account-keeping system to track revenue, expenses, and customer transactions, reducing manual bookkeeping time by 50% and providing real-time financial insights

EDUCATION

Savonia University of Applied Sciences | Bachelor of Engineering in IT - IoT | Kuopio, Finland | Expected July 2026
Concentrations: Embedded Systems, Networking, Cloud Computing & IoT Security | 154/240 ECTS

SKILLS & INTERESTS

Interests: IoT Innovations, Open-Source Projects, Tech Blogging, Digital Product Design

Languages: Native Vietnamese; Fluent in English; Basic Finnish

Technical: Git, Figma, WordPress, React, Bootstrap, Kotlin, Networking