

# Calvin Bui

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## EDUCATION

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University of Illinois at Urbana- Champaign | The College of Media  
Advertising | Business

*Bachelor's Degree*

## ACTIVITIES

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American Advertising Federation (AAF)  
Member

Champaign, IL  
August 2023 – May 2024

- Collaborated with cross-functional student teams to develop strategic advertising campaigns for real clients.
- Conducted audience research and competitive analysis to inform creative direction and positioning.
- Contributed to campaign ideation sessions, refining messaging and brand storytelling concepts.
- Presented campaign strategies and creative recommendations in pitch-style environments.
- Strengthened collaboration skills by working under deadlines to simulate real agency workflows.

## WORK EXPERIENCE

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The Fun Ones | St. Charles, IL  
Director of Event Management

Sept. 2022 – Aug. 2025

- Led cross-functional teams to plan and execute high-impact events, managing timelines, budgets, and client expectations.
- Developed event marketing strategies to increase attendance and brand visibility.
- Collaborated with senior leadership to align event initiatives with company growth objectives.
- Analyzed post-event performance metrics to optimize engagement and ROI.
- Managed vendor relationships and negotiated contracts to maximize cost efficiency.

CFX | Carol Stream, IL  
Manager

Jun. 2020 – Jul. 2022

- Drove membership sales through consultative selling and promotional outreach.
- Trained and supervised staff to deliver strong customer engagement and brand experience.
- Executed local marketing initiatives to attract and retain members.
- Maintained high customer satisfaction through relationship building and service recovery.

## PROJECTS

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Duolingo American Advertising Federation (AAF) Project  
Marketing/Advertising Campaign

Aug. 2023 – May. 2024

- Developed integrated advertising campaign concepts targeting Gen Z audiences.
- Contributed to consumer research, audience segmentation, and creative strategy development.
- Collaborated on messaging, positioning, and execution across digital platforms.
- Presented strategic recommendations in a competitive pitch-style environment.
- Collaborated with AAF members to design innovative marketing campaigns for Duolingo, with the strongest concepts chosen for real-world execution.

Lincoln250 Project(Nonprofit Organization)  
Media Planner | Advertising/Marketing Campaign

Jan. 2026 – Mar. 2026

- Led media planning and execution of an integrated campaign targeting Gen Z, driving measurable growth in website traffic and Instagram engagement
- Conceptualized and deployed guerrilla and digital strategies to increase brand awareness and audience reach
- Tracked and optimized campaign performance using KPIs (web traffic, engagement rate, reach), leveraging insights to improve results
- Partnered with a cross-functional team to refine brand messaging, positioning, and multi-platform execution
- Delivered formal client presentations, pitching strategic recommendations and future campaign initiatives to support continued growth

## SKILLS & INTERESTS

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- **Interests:** Advertising Campaigns, Content Creation, Exploring New Cultures, Events

- **Skills:** Campaign Strategy & Creative Development, Client Communication & Presentation, Consumer Research & Audience Targeting, Event Marketing, Leadership & Team Collaboration
- **Bilingual:** English(Native), Vietnamese (Fluent)
- **Hobbies:** Working out, Playing Basketball, Hiking, Watching Football (NFL), Sightseeing