

# ALVIN HO

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<https://www.houseofalvin.com/>

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## EDUCATION

**University College of London (UCL), London, UK**

MSc Entrepreneurship | 1st Class honours (expected)

September 2024 - September 2025

**King's College London (KCL), London, UK**

BSc Business and Management | 1st Class honours (top score amongst semester 1 cohort)

September 2021 - August 2024

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## WORK EXPERIENCE

**Founder & Creative Director, House of Alvin, London**

January 2023 - Present

- Relaunched brand presence in April 2025 via a viral reels strategy, reaching over 3.4M views, boosting profile activity by 1,616.2%, and growing follower count by 255% organically, tripling commission requests and doubled Q2 revenue.
- Directed campaign visuals, styling, creative conceiving dressing celebrities (AVG 930K followers) for red carpet events including *The Little Mermaid* 2023 Premiere, *RuPaul's Drag Race UK* Season 5 Premiere, and the 2024 *Attitude Awards*

**Operations Intern, Christian Dior (CD) Couture, London**

July 2024 - September 2024

- Spearheaded operational efficiencies across six key departments—Women's RTW, Accessories, Men's, Shoes, Fine Jewellery, Homeware, and the Pop-up—by implementing streamlined workflows, optimizing inventory management on Cegid Retail, and ensuring seamless cross-functional coordination among 200+ staff.
- Designed and executed a data-driven logistics strategy, enhancing inventory control for high-value merchandise, managing daily deliveries worth £700,000, and significantly reducing discrepancies through structured stock audits and rebalancing initiatives.

**Events & Strategy Manager, True Decadence, Hong Kong & Shenzhen**

February 2024 - July 2024

- Led event production and runway coordination for a large-scale fashion show featuring 50 exclusive looks, attended by influential figures in the Chinese fashion industry, delivering a high-calibre event for top Chinese industry figures.
- Directed styling, garment preparation, and backstage operations, overseeing steaming, treatment, and logistics to ensure a flawless presentation. Led all visual aspects including garment treatment, styling flow, media coverage, and staging—executed fully in Mandarin

**Social Media Marketing & Retail Specialist, Google, London**

July 2023 - January 2024

- Drove product adoption and brand engagement through high-impact guerrilla marketing activations on university campuses, generating 3,500+ Chrome downloads and exceeding sales targets with £23,750 in revenue.
- Designed and executed social media campaigns on Instagram & TikTok, with a strong understanding of aesthetic, audience targeting, and trend relevance. Leveraged data analytics in Excel to track digital trends, optimizing content strategy and ensuring high-performing, trend-driven marketing initiatives between August and December.

**Account Executive Intern, Raptor Marketing, London**

June 2024 - July 2024

- Recruited talent through Salesforce and executed strategic marketing campaigns for Sephora, Nando's, and Tinder accounts, leveraging consumer insights and data analytics to optimize brand engagement and campaign performance.
- Delivered results-driven marketing solutions, spearheading stakeholder collaborations that drove 3.5M+ views and 5M+ interactions through the Tinder House campaign, positioning the brand for enhanced market penetration.

**Director of Communications, The LIMUN Charity Foundation, London**

July 2023 - July 2024

- Led communications for Europe's largest and most prestigious UN-recognized Model United Nations conference, managing branding, digital strategy, and marketing for 1,500+ delegates, ensuring consistent engagement and audience growth.
- Developed a unified brand identity for LIMUN's 25th anniversary, overseeing social media, sponsorship outreach, and high-impact graphic materials for print and digital media, including conference branding, leaflets, and ceremony visuals.

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## EXTRACURRICULAR

**Marketing Director, King's LGBTQ+ Society, London**

September 2022 - September 2023

- Developed and executed strategic campaigns resulting in a 30% increase in engagement, driving membership growth by 40%. We achieved 38% monthly engagement growth within six months through omnichannel marketing strategies.

**President, King's College London Art Society, London**

September 2022 - September 2023

- Conducted extensive consumer analysis and quantitative market research to guide strategic decisions in planning events, ensuring that our society remains at the forefront of innovation and achieving Gold Society status following our tenure.

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## SKILLS

- **LANGUAGES:** English (Fluent), Mandarin Chinese (Fluent) and Cantonese (Fluent)
- **TECHNOLOGY:** Proficient in MacOS, Windows, MS Office Suite (Word, Excel, PowerPoint), Adobe (Photoshop, Indesign, Illustrator)