

Mia Ha



Professional Summary



Performance-driven Marketing Professional skilled in creating marketing plans and leading successful product launches, promotions and development. Well-versed in SEO content creation, social media audience engagement and brand management.



Work History

2018-12 - Current

Brand Manager

Quorn Foods, Chicago, IL

- Supervised daily operations and sales functions to ensure maximization of revenue, customer satisfaction and employee productivity. Sales increase up to 60% under my supervision
- Improved productivity while reducing staffing and operational costs by 20%
- Helped incorporate product changes to drive customer engagement and firm profits

2018-01 - 2019-01

Program Coordinator

University Of Washington, Seattle, WA

- Addressed and resolved technical, financial and operational concerns by working with team members and directors
- Reduced costs by 25% 30% and improved operational performance without sacrificing quality by developing and implementing diverse approaches
- Assessed current trends to assist with decision making

2017-06 - 2017-12

Office Manager

Macys, Tacoma, Washington

- Improved office operations by automating client correspondence, record tracking and data communications.
- Increased team productivity by reorganizing office supplies and protocols.
- Created reports and presentations.
- Oriented newly hired employees by providing company information, facilitating onboarding processes and establishing position-related requirements.



Education

2016-03 - 2019-12

Bachelor of Arts: Economics

University of Washington - Seattle, Washington

- Member of Phi Theta Kappa
- Minored in English: Creative Writing
- Received State Farm Scholarship and UW Undergraduate Scholarship
- Dean's List Spring quarter 2018
- Coursework in Industrial Organization & Price Analysis and Computational Finance & Financial Analysis



Accomplishments

- Managed media, marketing and public relations on 3 projects with \$50,000 budgets. [Women in Tech, Mock Interviews, M3D ph.D program Annual Recruitment
- Supervised team of 10 staff members in the North Seattle Territory at Quorn Foods.
- Made Fredmeyer Lake City one of the top 7 stores in the Greater Seattle area in vegan and vegetarian product sales. - Quorn Foods.



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Sales monitoring

Campaign planning

Budget formulation

Brand-building strategies

Very Good

Excellent

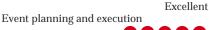
Excellent

Very Good

Marketing expertise

Excellent

SEO/SEM Proficiency







(CRM)

Microsoft Office Proficiency



Excellent

Excellent

Very Good

Program Marketing



Performance monitoring



Marketing campaign management



Lead generation



Database management



Languages

English and Vietnamese.