



# 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.



## Contact

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## Skills

Sales monitoring



Excellent

Campaign planning



Excellent

Budget formulation



Very Good

Brand-building strategies



Very Good

Marketing expertise



Excellent

SEO/SEM Proficiency



Excellent

Event planning and execution



Excellent

Competitive and Trend Analysis



Excellent

Customer Relationship Management (CRM)



Excellent

Microsoft Office Proficiency



Excellent

Program Marketing



Excellent

Performance monitoring



Excellent

Marketing campaign management



Very Good

Lead generation



Excellent

Database management



Very Good



## Languages

English and Vietnamese.