

IP

IAN PHAM

CONTACT

0404419170

ian.pham032@gmail.com

Canley Vale, Sydney

REFEREES

GIVEN UPON REQUEST

PROFILE

I am dedicated to working towards my marketing career. I have accumulated experience from various job positions that have allowed me to develop and become a team player and communicate effectively amongst my co-workers. My current position has allowed me to work with deadlines and perform in a fast-paced, high-pressure work environment with the goal to achieve satisfactory results.

EXPERIENCE

PERFORMANCE ASSISTANT

ATOMIC 212 | JULY 2018 - PRESENT

An Independent media agency whose core service is planning and buying media for our clients.

- Implementation and execution of deliverables across paid media channels such as Facebook, Google, LinkedIn, etc..
- Recommended optimizations across live campaigns based on performances such as creative, device, format, placements, etc.
- Responsible for regular ad hoc reporting including basic data analysis on a weekly/monthly basis and competitive reporting.
- Maintain best practice implementation across key paid media platforms

MARKETING INTERN

TWENTYFIVE APPAREL | MARCH 2018 - JUNE 2018

TwentyFive Apparel is an online fashion retailer that caters to fitness interests and an active lifestyle.

- Develop product graphics and content through Canva for Facebook and Instagram.
- Influencer Marketing - Reached out to potential influencers that are willing to collaborate with the brand through Social Media

DIGITAL MARKETING INTERN

DESIRED LIVING | JULY 2017 - OCTOBER 2017

Desired Living is an online furniture retailer whose unique selling point is the customisation to their sofa product line-up.

- Drafting proposals that aid in brand awareness or increase sales through platforms such as MailChimp or Pinterest.
- Develop creatives through Canva for Facebook and Instagram organic content

EDUCATION

BACHELOR OF BUSINESS AND COMMERCE, MAJOR IN MARKETING

UNIVERSITY OF WESTERN SYDNEY | 2014 - 2018

HIGHER SCHOOL CERTIFICATE

CANLEY VALE HIGH SCHOOL | 2008 - 2013

TECHNICAL SKILLS

- Facebook Business Manager (Blueprint Certified)
- Adwords Editor
- Google Analytics & Adwords (Adwords Certified)
- Youtube
- Supermetrics
- Dataslayer
- DBM (DV360)

SKILLS

- Team Player
- High level attention to detail
- Fluent English/Vietnamese
- Able to follow written/verbal instructions
- Strong Organisational Skills
- Ability to work under pressure
- Able to work independantly