



# Tha Vin

PRODUCT AND CONTENT MARKETER SUPERHERO

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## PROFILE

**MARKETER** with 8 years of diverse creative, content and strategy skills with special focus on customer and buyer insights. Successful at translating insights into marketing messages.

**COMMUNICATOR** who collaborates with research experts to activate insights and influence decisions. Successful at turning data findings into insights and stories.

**DESIGNER** with over 15 years of creative experience from branding to customer experiences. Visual communicator and sketching expert.

## SOFTWARE & SKILLS

Product tools like Aha!

Research tools like Qualtrics

Data science tools like Tableau

Communication tools like Illustrator, InDesign, PhotoShop, Dreamweaver, SharePoint and InVision

Marketing tools and databases like MailChimp, Ad\$pend, Google Analytics, Click Dimensions, BoardEx, iWave, MS Dynamics CRM, Andar, Business Wise, Hoovers, Forrester and CEB

## EDUCATION

EMORY GOIZUETA BUSINESS SCHOOL  
MBA in Marketing, 2014

GEORGIA INSTITUTE OF TECHNOLOGY  
COLLEGE OF DESIGN  
BS in Architecture Design, 2003

## RECOGNITION

Atlanta AMA Innovation Marketing SIG

One Equifax Award

CEO's Circle of Excellence Award

2021 PR Daily Ebook Honorable Mention

Main Street Academy Communications Chair

HKS Design Fellow and Southeast Chair

## EXPERIENCE

### Equifax — Product Marketer, 2022-PRESENT

I am building cross functional alliances to enable product managers with voice of customer.

**PROJECTS INCLUDE:** *Equifax Ignite™ Midmarket Go-to-Market, Equifax.com Optimization, Ignite Live Voice of Customer, Ignite Innovation Council Relaunch, Competitive Intelligence for Product Managers, USIS & Global Product Competitive Positioning*

#### Ignite Midmarket Community Panel

Establish VoC strategy for 12-month research engagement to understand the needs of credit unions, launch MVP and align with go-to-market strategy

#### Equifax.com Optimization

Collaborate with USIS and Global Marketing to enhance web experience on product pages and increase lead generation

#### Umbrella Positioning Interviews

Interview product managers in USIS and Global Product to develop umbrella message that positions products as a suite of offerings that counter competitor's products

#### Ignite Innovation Council 2.0

Reposition customer advisory board for business personas in collaboration with USIS Product

### Equifax — Content Marketer, 2019-2022

I developed and executed a content strategy for the data science community.

**PROJECTS INCLUDE:** *Award-Winning Data Science Magazine, Marketing Agency Coordination, Customer Testimonials Bank, Customer Advisory Boards, Executive Storytelling, Editorial Calendar, Customer Communications Legal Review, Equifax.com Insights Blog*

#### Quarterly Data Science E-Book

Designed and ghost-wrote SME magazine articles; e-book won multiple awards

#### Ignite Innovation Council

Led strategy for customer advisory board with the purpose of gathering strategic feedback

#### Editorial Calendar

Collaborated cross-functionally to inform and educate employees

#### Data Science Awards Strategy

Designed cross-functional program and won external awards with repurposed content

### Equifax — Customer Insights Marketer, 2017-2019

I planned and promoted research studies and analyses to the enterprise.

**PROJECTS INCLUDE:** *Customer Insights Portal, Product Research Cards, Field Intelligence, Insights Communications Strategy, CX Newsletter, Customer Conversations, Customer First Podcast, Customer Advisory Boards, Persona Development, Win-Loss Support*

#### United Way — Prospect Researcher, 2015-2017

I supported sales and marketing teams with recommendations through research.

#### RACETRAC — Design Program Manager, 2014-2015

I aligned the guest experience to evidence-based environment design using brand studies.

#### HKS INC — Architectural Designer, 2007-2014

I designed experiences and coordinated global projects across stakeholder audiences.