

KHANH PHAM

I conceptualize and execute digital footprints that help businesses better connect with their users

Contact

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<http://pham-khanh.com>

Education

UC Berkeley B.A., Economics
Cert. Technology Entrepreneurship

Skills

Project Management
front-end website development
Illustrator, Photoshop, InDesign,
Premiere Pro
Invision
Sketch/Figma
Principle
Content Strategy
Social Media copy writing/strategy
Community Management
Market research
User research/testing

Awards

UC Berkeley Google Product Design-a-thon: 2nd place
The Great Metrics Debate: 1st Place
(hosted by Hinge.Co VP of Product)

Labor of love

Art team at online editorial magazine
mochimag.org

Layout team & online blog team
at print publication Bare Magazine
(baremagazine.org) (2012-2014)

Experiences

Macys.com | Digital Product Manager (current)

Worked as product manager to bring user experience enhancements to the Macys.com website.

- Utilized user research and testing to identify key user segments and their digital needs
- Conceptualized digital experience strategy through wireframes and mock-ups to communicate product requirements to the business and developers.
- Worked cross functionally holding stakeholder interviews (Site Merchandising, Corporate Marketing, Developers, etc.) to prioritize necessary enhancements

Autodesk | Product Marketing

2016 - Worked on launching a brand new product called "Project Ignite" an interactive STEAM education resource for teachers

- Launched social media for product--created blog and content calendar, Twitter account (including handle acquisition), and e-newsletter
- Held focus groups to evangelize product and gain feedback
- Worked directly with community of users to source thought leadership for blog.
- Created communication strategy for product launch to both internal company communications and press releases for various technology blogs.

Viki | Campus Ambassador

2015-2016 - Launched Viki's (video content company) foray in the UC Berkeley customer segment with a successful first even (100+ attendees)

- Worked with the Community Manager to launch Viki's presence on the UC Berkeley campus through sponsoring events
- Assessed campus organizations and professors for strategic partnerships and created outreach/offering materials.
- Maintained Viki's Berkeley brand positioning thorough social media and outreach graphics.

Cause USA | Marketing and Communications Assistant

2014 - Marketing design responsive for all event and social media graphic collateralel. Worked with government and business executive partners, conducted press outreach, and coordinated a speaker series feature 2020 (hopeful) Kamala Harris

- Took charge of press outreach including gathering contacts and putting together releases, handled event social media, organized Women in Power Speaker Series logistics (an event that hosted speakers such as Kamala Harris, 2020!! and Ariana Huffington)
- Designed marketing collateral (pamphlets, flyers, digital content) and created blog posts recaps of events.