

KHANH PHAM

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

Contact

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Education

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

Hi there!

My name is Khanh and I'm a digital strategist with background at multi-national companies and fast-growing start-ups looking for new opportunities at a creative agency! Code + Theory's portfolio of work in helping brands rethink their digital footprint really drew me to applying for this particular position

I've done everything from launching social media for a brand new product marketing campaign (Autodesk: social media, blog, online press) and more niche marketing—building the presence a video content company on campus to build a community of over 15+ evangelists (Viki Inc. owned by Roku). In my past life, I also did communications design and social media for a 501C non-profit with over 20 years of history (CAUSE USA).

Currently, I'm working as a product manager delivering the e-commerce user experience of Macys.com through launching SEO enhancements, exploring strategies to help engage users at different digital shopping touchpoints, and just recently delivered a responsive redesign of the product details page experience (16M visits/week).

Hence, I am well rounded in the pillars of digital strategy--design, research, and project management. I'm hoping to add value at a Code + Theory from my specialized background in different industries (tech, entertainment, retail) and do interesting, innovative projects—and pick up some new skills in client work!

I'd love to hop on the phone to talk more if you think our interests match.

My portfolio can be found here: pham-khanh.com.

Thanks,
Khanh