

# KHANH PHAM

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

## Contact

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<https://pham-khanh.com>

## Education

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

## Skills

Project Management (Lean/Agile)  
front-end website development  
Illustrator, Photoshop, InDesign,  
Premiere Pro  
Invision/Principle  
Sketch/Figma  
Market research  
User research/testing  
various e-commerce tools (Shopify,  
Spree)

## 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](http://mochimag.org)

**Layout team & online blog team**  
at print publication [Bare Magazine](http://Bare Magazine)  
(baremagazine.org) (2012-2014)

## Experiences

### Macys.com | Associate Digital Product Manager (current)

Worked as product manager to implement key SEO best practices to site raising \$30M and user experience improvements around strategic themes of content and navigation raising \$105M FFY 2017 with 5 developers over the course of 8 months.

- Led user research and testing to identify key user segments and their digital needs
- Conduct audits of Macy's digital presence against competitors and updated analysis in a quarterly basis for executive leadership
- Conceptualized digital experience strategy through wireframes and mock-ups to communicate product requirements to the business and developers.
- Worked cross functionally holding stakeholder interviews (UX, Site Merchandising, Corporate Marketing, Developers, etc.) to create digital roadmap
- Managed budget proposal and resourcing for 5 developers in a lean team.

### 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 material.

### Cause USA | Marketing and Communications Assistant

**2014** - Wore all the different hats for PR and marketing needs at a nonprofit. Worked with government and business executive partners, and coordinated a speaker series feature 2020 (hopeful) Kamal 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.