

# KHANH PHAM

I execute digital enhancements that help businesses better connect with their audience and build their brand.

## Contact

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<https://eagersails.github.io>

## Education

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

## Skills

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

## 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 Product Manager (current)

**2016** - Worked on a project that implemented key SEO best practices to site raising \$30M

**2017** - Worked as product manager on a project to bring user experience improvements to the product details page (60M sessions/month) raising \$105M FFY 2017.

- Conducted user research and testing with focus groups to gain valuable insight for product strategy
- Create wireframes and mock-ups to communicate product requirements to the business and developers.
- Communicate findings of user testing, financial analysis, and data highlighting on monthly cadence to executive level leadership
- Worked cross functionally (UX, Site Merchandising, Corporate Marketing, Developers, etc.) to create product visions, get buy-in from business stakeholders, and test features on site
- Managed budget proposal and iteration planning for lean development team of 1 technical product manager and 5-7 developers.

### Autodesk | Product Marketing

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

- Launched and managed product Wordpress and Twitter accounts.
- Held focus groups to educate users on product offering and gain feedback, created editorial calendar, & participated in community outreach to gain thought leadership for blog.
- Created communication strategy for product launch.

### Viki | Campus Ambassador

**2015-2016** - Launched Viki's (video content company) foray in the UC Berkeley customer segment

- 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 through 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.

- 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 and Ariana Huffington)
- Designed marketing collateral (pamphlets, flyers, digital content) and created blog posts recaps of events.