

Kimberly Tran

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Education

UNIVERSITY OF ARIZONA

Bachelor of Arts - Applied Humanities in Business Administration
Information Sciences and eSociety Minor

August 2017 - May 2021

Experience

SENIOR DIGITAL MARKETING ACCOUNT MANAGER

WebMO LLC.

July 2021 - Present

- Manage up to 24 clients while maintaining strong relationships and understanding of each client's business objectives.
- Coordinate and monitor multi-departmental projects.
- Train and assist new hires on key platforms such as Google Workspace and Clickup.
- Facilitate team and staff-wide meetings to advance projects, monitor accounts, and streamline workflow.
- Use Google Tools and social media platforms to maintain and optimize client performance.
- Optimize digital ad campaigns across multiple platforms to improve KPIs such as conversions, site traffic, and customer retention.
- Ensure brand consistency, SEO compliance, and optimized user experience across multiple website and CRM platforms.
- Deliver monthly reports, comparing performance data to optimize keywords and strategies for better search rankings and visibility.

BARISTA / BARISTA TRAINER

Starbucks Coffee Company

August 2017 - June 2021

- Train 2 new baristas per quarter on company procedures and values for smooth onboarding and consistent performance.
- Maintain high transaction efficiency and product accuracy, reducing wait times and boosting overall team productivity.
- Deliver welcoming experiences to an average of 200 customers per shift to improve customer satisfaction and encourage repeat business and regular customers.
- Master a 200+ menu of products to provide tailored recommendations to approximately 40 customers per hour, encouraging additional purchases and improved customer relations.

DESIGN LAB INTERN

University of Arizona Student Engagement and Development Center

August 2019 - March 2020

- Collaborate with team members on behalf of local community organizations to solve problems from within - using specialized "Design Thinking" to reframe challenges.
- Conduct and facilitate interviews with local volunteers to provide testimonials and insight on behalf of clients.

Skills & Certifications

Skills:

- **Language:** C2 English, C2 Vietnamese, & B1 Korean
- **Platforms & CRMs:** WordPress, Squarespace, Google Sites
- **Google Tools:** Workspace, Analytics, Search Console, Ads, Local Service Ads, Business Profile
- **Advertising Platforms:** Google Ads, Bing Ads, Meta Ads, Nextdoor Ads, OTT Ads, Spotify Ads, Pandora Ads
- **Social Media Management:** X(Twitter), Instagram, Facebook, TikTok, YouTube, LinkedIn
- **Other:** SEO & SEO Tools (SEMRush, Moz), iOS/ Mac systems, Windows systems, Android systems, Microsoft Office Applications, Click Up Project Manager, Canva, Photography, Photoshop, Lightroom

Certifications:

- **Google Certifications:** Google Video Ads, AI-Powered Shopping Ads, Google Display Ads, Google Ad Apps, Google Business Profile, Fundamentals of Digital Marketing, YouTube Content Ownership