

Kimberly Tran

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EDUCATION

University of Arizona

B.A Business Administration, Minor in Information Sciences

Tucson, AZ

August 2017 – May 2021

EXPERIENCE

Senior Account Manager

July 2022 – August 2025

WebMO Digital Marketing

Tucson, AZ

- Led SEO strategy, paid media/ paid ad campaigns, and website optimizations for up to 25 clients to drive measurable business growth.
- Executed comprehensive SEO strategy that includes technical audits, website performance, schema markup, and backlink building.
- Increased organic traffic by a target of 15—25% within 6 months for key accounts via competitor analysis, targeted keyword planning, and technical website optimizations.
- Managed PPC campaigns across multiple ad platforms such as Google Ads, Meta Ads, OTT Ads, Spotify ads.
- Improved local lead volume by implementing local SEO strategies, directory listings management, online citations management, and optimizing Google Business Profiles on behalf of business and clients.

Junior Account Manager

July 2021 – July 2022

WebMO Digital Marketing

Tucson, AZ

- Managed 10 - 15 client accounts across B2B, D2C, SaaS, and other diverse businesses and industries, ensuring timely execution of tasks and deliverables to align with client expectations and business goals.
- Supported SEO strategy through keyword research, on/off page optimization, and local SEO to boost search rankings.
- Assisted in optimizing ad bids, copy, targeting, and delivery across Google Ads, Bing Ads, Meta Ads, and more.
- Monitored performance metrics in Google Analytics and Search Console to compile monthly reports for client review.
- Coordinated cross-department projects and communication to execute website updates, landing page edits, and conversion focused optimizations while maintaining consistent client branding and goals.

Barista / Barista Trainer

August 2017 – June 2021

Starbucks

Tucson, AZ

- Train 2 new hires per quarter on product knowledge, POS systems, and company standards, ensuring consistent quality and customer service.
- 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 encouraging repeat business and regular customers.
- Memorize 200+ menu items while delivering high-quality drinks under peak rush conditions.

Design Lab Intern

August 2019 – March 2020

University of Arizona Student Engagement and Development Center

Tucson, AZ

- Partnered with local community organizations to address challenges using design thinking methodologies.
- Conducted and documented stakeholder interviews to gather insights for strategic problem-solving.
- Collaborated with a cross-functional team to develop creative solutions and present recommendations to clients.

SKILLS AND CERTIFICATIONS

Languages: C2 English, C2 Vietnamese, & B1 Korean

Platforms / CRMs: WordPress, Squarespace, Google Sites, GitHub

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, 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

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