

# Khanh (Mika) Pham

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## EDUCATION

### Vanderbilt University

*Bachelor of Science in Engineering Science*

Nashville, TN

Aug 2021 – June 2025

- Program Concentration: Computational Biology and Applied Mathematics
- Selected Coursework: Program/Project Management, Tech-based Entrepreneurship, Principles of Marketing, Innovation Strategy, Consumer Behavior, Organizational Behavior, Statistics, Graphic Design

## SKILLS

**Product & Growth Marketing:** Go-to-Market Strategy, Product Positioning & Messaging, Customer Segmentation & Personas, Competitive Analysis, Campaign Planning & Execution, Funnel Optimization, A/B Testing, Performance Analytics

**Marketing Tools:** SEMrush, HubSpot, WordPress, Google Analytics, Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premiere Pro), Figma, Canva, Notion

**Collaboration & Productivity:** Asana, Trello, Confluence, Smartsheet, JIRA, Microsoft Office Suite

## EXPERIENCE

### Product & Content Marketing Associate

Aug 2025 – Present

*Veryfi*

*San Mateo, CA*

- Planned and executed multi-channel ABM and digital campaigns (LinkedIn, Google, HubSpot), driving a 30% lift in organic leads and 18% higher inbound CTR across 5+ launches.
- Developed customer case studies, blogs, landing pages, and SaaS demo videos that translated technical features into clear value narratives, increasing engagement by 60% and boosting brand credibility.
- Created sales enablement collateral (decks, one-pagers, demo scripts) that equipped Account Executives with persona-driven messaging aligned to target verticals.
- Partnered with product owners and GTM teams to align positioning, buyer insights, and competitive trends, shaping campaign strategy and pipeline growth.

### Marketing Intern

May 2025 – Aug 2025

*narb*

*Remote*

- Shaped product positioning and launch messaging for 4 campaigns, contributing to a 42% increase in reach and stronger market differentiation.
- Created branded content (blogs, social, landing pages) that drove a 50% lift in impressions and 35% higher engagement within 3 weeks, elevating inbound demand and product awareness.
- Partnered cross-functionally with design and sales to define brand guidelines and value messaging, ensuring consistent positioning across inbound and outbound channels.
- Analyzed campaign performance to uncover buyer behavior and messaging resonance, presenting insights that refined GTM tactics and customer storytelling.

### Product Management Intern

May 2023 – Aug 2023

*FPT Information Systems*

*Ho Chi Minh City, Vietnam*

- Defined MVP scope and coordinated 3 Agile sprints with 10 engineers and 3 clinicians to build a hospital triage app targeting a 30% reduction in patient wait times.
- Conducted 15+ clinician interviews and competitive analysis of 4 apps to inform feature prioritization and product requirements.
- Delivered 10+ wireframes and 2 spec documents that improved cross-team alignment and increased stakeholder approval by 40%.
- Tracked sprint progress, resolved blockers, and presented milestone updates to leadership, maintaining adherence to quality and timeline goals.

## LEADERSHIP EXPERIENCE

### Head of Marketing

August 2024 – May 2025

*Confidance*

*Nashville, TN*

- Led end-to-end campaign planning, coordinating design, logistics, and marketing operations to drive engagement and sell out multiple 1,000+ attendee events.
- Developed a structured content strategy based on engagement data, increasing story viewership by 28% and improving targeting accuracy.
- Managed project timelines and delegated tasks across the executive team to ensure timely delivery of promotional assets and event collateral.
- Built scalable workflows for content production and cross-team coordination, enabling consistent branding and 50,000+ monthly impressions.