

# Khanh (Mika) Pham

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## EDUCATION

### Vanderbilt University

*Bachelor of Science in Engineering Science*

Nashville, TN

Aug 2021 – June 2025

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

## SKILLS

**Project Management:** Agile & Waterfall Methodologies, Timeline & Milestone Tracking, Risk Mitigation, Stakeholder Communication, Cross-functional Coordination

**Tools & Softwares:** SQL, Asana, Trello, JIRA, Smartsheet, Confluence, Microsoft Office Suite

**Product & Growth Marketing:** Go-to-Market Strategy, Campaign Planning, Product Positioning, Performance Analytics, A/B Testing

## EXPERIENCE

### Product & Content Marketing Associate

Aug 2025 – Present

*Veryfi*

*San Mateo, CA*

- Managed end-to-end execution of multi-channel ABM and digital campaigns (LinkedIn, Google, HubSpot), coordinating with Product and Sales to deliver all assets on time and achieving a 30% lift in organic leads and 18% higher inbound CTR.
- Translated complex technical features into customer-facing assets: case studies, blogs, landing pages, and SaaS demo videos, enhancing audience comprehension and driving a 60% increase in engagement.
- Owned the development of sales enablement materials (decks, one-pagers, demo scripts), aligning cross-functional input and ensuring message consistency across verticals.
- Spearheaded a social content project that grew engagement by 3000% on YouTube and 1000%+ on Instagram and TikTok through structured planning, iterative testing, and performance tracking.

### Project Manager

Aug 2023 – May 2025

*Engineers Without Borders*

*Nashville, TN*

- Directed five concurrent community-focused engineering projects, managing interdisciplinary teams of 6–10 members to ensure 100% on-time milestone delivery.
- Developed and maintained project dashboards in Trello and Asana to track deliverables, dependencies, and risks, improving project efficiency by 35%.
- Facilitated stakeholder communications, securing new sponsorships and partnership invitations through proactive outreach and relationship management.
- Designed and implemented onboarding workflows for 10+ new volunteers, reducing ramp-up time and enhancing team collaboration.
- Supported chapter marketing initiatives through branded content and campaign alignment, increasing public engagement and awareness of ongoing projects.

### Product Management Intern

May 2023 – Aug 2023

*FPT Information Systems*

*Ho Chi Minh City, Vietnam*

- Coordinated three Agile sprints with 10 engineers and 3 clinicians to design and deliver a hospital triage MVP targeting a 30% reduction in patient wait times.
- Defined project scope, feature priorities, and success metrics in collaboration with cross-functional stakeholders, ensuring alignment with client requirements and delivery schedules.
- Created technical documentation, process workflows, and 10+ wireframes that improved cross-team understanding and increased stakeholder approval ratings 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.