

Mylinh Pham

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Professional Experience

Optimal (formerly SR Education Group)

Kirkland, WA

Product Manager II

December 2019 – Present

- Owned and project managed SocialWorkDegree.org product lifecycle from ideation to launch, defining product vision, roadmap, and content strategy; tracked KPIs and generated revenue in the 1st week.
- Increased conversion rate by 80% by conducting A/B tests after analyzing user and website traffic metrics to understand user engagement and conversion funnel to identify improvements.
- Decreased bounce rate by 5% by leading redesign of SwitchUp.org and collaborating with designers and engineers.
- Designed and implemented entire front-end of SwitchUp.org and SocialWorkDegree.org in proprietary CMS.
 - Learned HTML/CSS and collaborated with engineering team to implement JavaScript widgets.
- Improved lead validity by collaborating with marketing team to design and code a new, informative PPC landing page with messaging that better resonated with target audience.
- Managed and spec'd technical implementation of streamlining updates for partner profile pages, using Jira to plan engineering work; maximized efficiency by eliminating need for internal manual updates.

Product Manager I

July 2017 – December 2019

- Improved SEO by creating new content that ranked #1 in SERPs, by identifying opportunities through user surveys and competitive research and effectively pitching to Executive Team.
- Increased organic traffic by 7%, by identifying underperforming pages and implementing content strategy to optimize content after SEO analysis, including keyword research and competitive analysis.
- Project managed large-scale content calendar to deliver consistent, high-quality content, managing team of writers and performing editorial quality assurance on tight deadlines.
- Increased page revenue by 36%, by conducting user research to drive product changes based on user needs.

Philadelphia Insurance Companies

Tualatin, OR

Marketing Intern

February 2017 – April 2017

- Achieved award of branch with highest retention rate by personalizing new opportunities for expiring clients.
- Analyzed existing marketing process for inefficiencies and proposed innovative improvements to maximize efficiency and minimize human errors using Microsoft Excel to conduct report.

Community Leadership

Teens in Public Service Alumni Association

Seattle, WA

Founding Board Member - Director of Membership & Outreach

July 2017 – Present

- Designed quarterly newsletters in MailChimp to keep alumni updated and aware of new opportunities.
- Developed and implemented a valuable summer mentorship program for over 100 high school students to encourage professional development and facilitate community; mentored four high schoolers.

Skills

- **Product Management Tools:** Jira, Trello, Balsamiq, Crazy Eggs, TeamGantt
- **Programming Languages:** SQL, HTML/CSS; familiar with R, JavaScript, Python
- **SEO/SEM:** Google Analytics, Google Search Console, Google Tag Manager, Email Marketing, SEMrush, Ahrefs

Education

Willamette University

May 2017

Bachelor of Arts in Anthropology and Computer Science

Salem, OR

- **Awards & Honors:** Phi Beta Kappa (Academic Excellence), Order of Omega (Leadership Honor Society), Anthropology Department Honors, Senior Certificate (Community Development Award)