MYLINH PHAM

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EXPERIENCE

Product Manager · October 2018 – Present
Optimal · *Kirkland, WA*

- Collaborated cross-functionally with designers and engineers to lead the redesign of a website, increasing conversion rate by 140% and decreasing bounce rate by 5%.
- Analyzed user metrics to understand the conversion funnel and to identify areas of weakness, proposing and conducting A/B tests for new CTA's that improved conversion rates by 80%.
- Owned a product from ideation to launch and generated revenue in the first week by conducting user research and creating a product roadmap to prioritize features.
- Designed automatic, internal reports to track KPI's, monitor user behavior, and SEO performance.
- Proposed and managed technical implementation of a new process to streamline updates, improving efficiency and accuracy of the website.

Product Manager, Content · July 2017 – October 2018
Optimal · *Kirkland, WA*

- Improved customer trust and customer conversion by utilizing and citing government resources and data within content, increasing revenue for the most profitable page by 36%.
- Optimized content through competitive and market analysis, increasing organic traffic by 7%.
- Conducted industry research to propose and present new content opportunities to Executive Team and CEO, which yielded digital products that ranked #1 in Google SERPs upon launch.

Marketing Intern · February 2017 – April 2017
Philadelphia Insurance Companies · *Tualatin, OR*

- Increased high retention rates by personalizing opportunities for clients and helping the branch achieve the highest retention rate in the organization.
- Analyzed the existing marketing platform for inefficiencies and proposed process improvements.

COMMUNITY LEADERSHIP

Founding Board Member - Director of Membership & Outreach · July 2017 – Present
Teens in Public Service Alumni Association · *Seattle, WA*

- Created and designed quarterly newsletters to keep alumni updated and aware of new opportunities, increasing engagement in professional development, networking, and volunteering.
- Implemented a summer mentorship program for over 100 high school students to encourage professional development and facilitate community and mentored four high schoolers.

SKILLS

- **Technical**: SQL, HTML/CSS; familiar with R and JavaScript
- **SEO/SEM**: Google Analytics, Google Search Console, Google Optimize, 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)