

Mylinh Pham

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Experience

Product Manager

October 2018 – Present

Optimal

Kirkland, WA

- Executed product from ideation to launch and generated revenue in the first week by strategizing an ambitious product roadmap, prioritizing features by potential ROI calculated by impact and cost.
- Led website redesign by collaborating with designers to create mocks, communicating with engineers to build new JavaScript widgets, and learning HTML/CSS to independently implement frontend, decreasing bounce rate by 5%.
- Analyzed user metrics with SQL and Google Analytics and identified weaknesses in the conversion funnel to drive product development, conducting A/B tests for CTA's that improved conversion rates by 80%.
- Managed and designed technical implementation to streamline profile page updates for partners, using Jira to plan engineer work and maximizing efficiency by eliminating the need for Accounts Team to mediate updates.

Product Manager, Content

July 2017 – October 2018

Optimal

Kirkland, WA

- Identified website's weaknesses in Google E-A-T rating and took the initiative to integrate user surveys in the process to update content, implementing changes that improved user trust and increased revenue by 36%.
- Optimized content by conducting competitive research and SEO analysis, increasing organic traffic by 7%.
- Proposed and presented well-researched opportunities to Executive Team and CEO by conducting market analysis to understand competitive position and create a USP, yielding new content that ranked #1 in SERPs upon launch.

Marketing Intern

February 2017 – April 2017

Philadelphia Insurance Companies

Tualatin, OR

- Increased retention rates by personalizing opportunities for clients and helping the branch achieve the highest retention rate in the organization.
- Analyzed existing marketing process for inefficiencies and proposed innovative improvements to maximize efficiency and minimize human errors using Microsoft Excel.

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 in MailChimp to keep alumni updated and aware of new opportunities, increasing engagement for professional development, networking, and volunteering events.
- Developed and implemented a valuable 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
- **Product Management:** Jira, Trello, Product Roadmap, User Surveys, Wireframes, Competitive/Market Research
- **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)