

PATRICIA NGHIEM

Minneapolis, MN | 952-807-6981 | tricianghiem@gmail.com

EDUCATION

Business and Marketing, B.S.
Human Resource Development, B.S.
Business Management, Minor
University of Minnesota – Twin Cities

Class of 2017

Full Stack Web Development Certificate
University of Minnesota – Twin Cities

In progress, completion Oct 2022

EXPERIENCE

Business Product Manager

July 2022 - Current

Microsoft - Redmond, WA

- Prioritize strategic initiatives for the Backend and Emerging Technology team for online experiences and brick and mortar locations in order to plan feature optimizations and new product developments
- Create documentation to support program lifecycle including roadmaps and go to market strategy
- Develop a deep understanding of the business objectives of stakeholders and users; evangelized the product vision and built trust by maintaining an accurate and achievable roadmap

Digital Site Merchandiser - Apparel & Accessories

December 2019 - June 2022

Target - Minneapolis, MN

- Collaborate with 14 buying teams, 15+ internal teams, and external vendors to analyze, develop and execute monthly kick-offs and special projects for Tween, Kids, Toddler, and Baby segments to ensure digital experiences are planned based on Key Performance Indicators (KPIs), inventory, and financial forecasts
- Create and execute promotional strategy on web, Target application, and email growing digital industry market share from #4 to #2
- Report on web site and Target application content increasing conversion rate by 35%
- Own the end-to-end digital strategy for special projects resulting in 1.6M visits and \$14.2M+ in sales
- Strategize and kick off Digital Only experience for new market segment forecasted at \$16M+ in sales

Marketing Analyst II - Email Capabilities

December 2018 - November 2019

Bluestem Brands – Eden Prairie, MN

- Standardize audience selection process across e-commerce platform improving email audience accuracy and compliance
- Develop and implement (start to finish) Intake Process that improved cross functional efficiency and enhanced internal team planning
- Improve click through rate upwards of 11% by delivering relevant content to matching consumer profiles
- Mentor and train new employees to enable the execution of email/SMS marketing campaigns
- Successfully integrate third party SaaS to support company's personalization strategies and automation (Monetate)

Marketing Analyst, Email Operations

August 2017 – December 2018

Bluestem Brands – Eden Prairie, MN

- Develop email marketing campaign using HTML/CSS/SQL that resulted in \$14M+ of additional sales
- Conduct A/B testing through Oracle Responsys to assess different content, promotional offers, and send volume
- Optimize credit campaigns by delivering tailored content regarding customer account statuses and audience segmentation
- Automate credit email processes, cutting team workload by 50% and improving legal compliance
- Collaborate and launch cross-functional email marketing Post Purchase campaign that generated over \$100k+ of additional sales

Digital Marketing Specialist/Web Developer (Contract)

April 2017 – August 2017

Genesis Group Homes – Minneapolis, MN

- Work directly with C-level executives to successfully roll out new company website that represents company culture, reduce outsourcing cost, and improve functionality owning the process from start to finish
- Moved website to CMS platform, enabling inhouse website curation and onsite blog
- Successfully integrate third party applicant portal permitting prospects to apply directly on the website
- Optimize website by keyword research and implementing call to action opportunities
- Redirect users from old website domain to new website using 301 redirects

Marketing and Public Relations Intern

September 2016 – January 2017

Style Architects Weddings – Minneapolis, MN

- Planned and created content for all social media accounts including: Facebook, Instagram and website blog
- Developed weekly marketing reports that analyzed changes in social media engagement
- Redesigned website including writing, formatting, and original photo-styling
- Optimize SEO and implement overall digital marketing campaign to increase overall engagement by 30% compared to predecessor
- Researched and created content for inquiries to develop client relations, pitch ideas, and press releases to local media