

Kristine Pham

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EXPERIENCE

Marketing Director

Sept 2019 – Sept 2022

Optimism Brewing Company

- Participated in annual business planning and forecasting by tracking marketing P&L and managing budget.
- Streamlined communication of new processes and promos between management and taproom staff by implementing weekly shift lead meetings, reducing cross team confusion and improving customer experience.
- Led rapid change processes during global pandemic to establish new online revenue stream and restructure in-house operations to adapt to COVID regulations within 1 week.
- Coordinated purchase of new canning machine by conducting competitor and cost-benefit analyses, and presenting to stakeholders, increasing B2C can sales by 300%.
- Organized annual fundraising event by driving outreach to 20+ small businesses and determining pricing model for optimal ROI, securing over \$10,000 in donations which exceeded forecasted goals by 250%.
- Revamped entire website; directed team of 6 UX/UI designers on website improvements leveraging customer insights and painpoints from 200+ surveys, improving SEO and website navigation, and doubling wholesale revenue through new B2B pages.
- Ensured design and copy of all marketing collateral adhered to brand voice and state regulations before distribution, i.e. merchandise, press releases, newsletters, can labels, social media.

Freelance Marketing Consultant

Oct 2018 – Aug 2019

The Prosperity Agenda

- Integrated high level marketing strategy and ran all ground level execution; created social media content and calendars, projected and managed marketing budgets, timelines, webinars, and podcasts from start to finish.

Pacific Science Center

- Developed and maintained omni-channel paid advertising campaigns, including paid Facebook Ads and Google Display Ads, meeting benchmark for engagement rates and sales.

B2B Marketing Coordinator

Feb 2018 – Oct 2018

Planet Green Ink Cartridges

- Led implementation of email campaigns through A/B testing, increasing month-to-month sales by 8.7%.
- Designed creative assets for advertisements, POS, and other communications using Adobe Suite.

Marketing and Design Coordinator

Jul 2016 – Mar 2018

The Paul Merage School of Business

- Created and managed organic and paid social media content; increased social media account metrics: LinkedIn followers by 621%, Instagram followers by 41%, and Facebook followers by 33%.
- Provided advertisement reports to the Executive Director of Marketing Communications using Google Analytics.
- Revitalized and designed marketing materials, such as emails, webpages, and digital and print ads to inform the business community and 2,000+ students about upcoming events.

EDUCATION

B.A. Business Administration, Marketing emphasis, Minor Digital Arts & Media

University of California, Irvine, The Paul Merage School of Business

SKILLS

Tools: Google Products (Ads, Analytics, Docs, Sheets, Slides), Facebook Ads, InfusionSoft, Hootsuite, Mailchimp, MS Office (Word, Excel, PowerPoint), Shopify, SproutSocial, SquareUp, TripleSeat

Design: Adobe Suite (Photoshop, InDesign, Illustrator, Premiere), CSS, HTML, Squarespace, Wix, WordPress

Other: A/B Testing, Ad Management, Copywriting, DSLR Photography, Email CRM, MAST Permit