

Kristine Pham

ktphamn@gmail.com | (818) 428-8686 | kristine-pham.com

EXPERIENCE

Marketing Director

Sept 2019 – Sept 2022

Optimism Brewing Company

- Streamlined communication of new processes and promos between management and beer hall staff by implementing weekly shift lead meetings, reducing cross team confusion and improving customer experience.
- Championed 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 partnerships with 20+ small businesses and determining pricing model for optimal ROI, securing over \$10,000 in donations which exceeded forecasted goals by 250%.
- Directed cross-functional teams on website improvements leveraging consumer insights and pain points from 200+ surveys, improving SEO, PDP, and 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, packaging, social media.

Freelance Digital Marketing Manager

Oct 2018 – Aug 2019

The Prosperity Agenda

- Integrated omni-channel marketing strategy and ran all ground level execution.
- Strategized social media content and calendars, project managed marketing budgets, timelines, webinars, and podcasts from start to finish.

Pacific Science Center

- Developed and maintained paid digital advertising plan; defined audiences via Facebook Ads, Google Display Ads, and email automation software.
- Worked with content creators to generate and manage web, social, and email assets.

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, Microsoft 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, Content Management, DSLR Photography, Email CRM, PR