

HARMONY PHAM

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SUMMARY

Data-driven business analyst with a creative edge and strong foundation in marketing strategy. Skilled in Power BI, Excel, SQL, and A/B experimentation, I help craft audience-centric insights that drive growth, boost engagement, and enhance storytelling across brands, nonprofit, and global agency environments.

EXPERIENCE

Edventure Design

Marketing & Analytics Intern

New York, NY

June 2025 – Present

- Conducted competitor research and SQL-based audience segmentation, increasing time-on-page by 31%.
- Built and maintained a LinkedIn performance dashboard in Power BI to track KPIs (CTR, impressions, engagement rate, follower growth); supported data-driven content strategy decisions
- Designed and executed a LinkedIn Ads campaign targeting key audience personas, contributing to a 700% rise in monthly reach and expanding brand visibility.
- Conducted A/B testing on post formats, hashtags, and visuals; delivered actionable insights that contributed to a 80% increase in impressions within the first month

SportsAbility Alliance

Social Media & Analytics Intern

Remote

May 2025 – Present

- Optimized Meta Ads through A/B testing, increasing click-through rate by 65%.
- Built Power BI dashboards and tracked social sentiment, reducing reporting time by 40%.
- Tracked and analyzed attendance and engagement across SportsAbility events by matching 1000+ volunteer/patient IDs with registration data in Excel, helping inform outreach strategy and contributing to a 20% increase in new member sign-ups.

Viettel Media

Hanoi, Vietnam

Marketing Strategy & Analytics Specialist

May 2024 - August 2024

- Improved Facebook performance strategy via Meta Analytic + Tableau, achieving 7.6M impressions (+15.3%) and 135.5K interactions (+14.9%).
- Managed distribution of 500+ creative assets across 3 countries, leveraging performance data to guide localization and design.
- Produced top-performing social content for Vietnam's top 1 show, averaging 2.2K+ likes/post and reaching 15M+ total impressions.

Publicis Groupe (MSL)

Hanoi, Vietnam

Digital Marketing & Analytics Intern

April 2023 – August 2023

- Synthesized 30+ audience feedback points to refine targeting and improve ad copy performance.
- Generated Meta + Excel campaign reports to guide creative optimization, cutting turnaround time.

The Student Foundation FSU

Tallahassee, FL

Growth & Outreach Chair

Jan 2023 – August 2023

- Directed data-driven Meta campaigns via Excel analysis, increasing social interaction by 17%.
- Developed a donor CRM in Excel, enhancing event follow-up strategy and boosting repeat donations by 30%.

EDUCATION

Florida State University

Tallahassee, FL

Bachelor of Advertising, Minor in Business Analytics

Expected graduation: May 2026

- GPA 3.8 / 4.00

SKILLS

Analytics & Tools: SQL, Tableau, Power BI, Excel, Meta Business Suite, Google Analytics

Campaign Strategy: A/B Testing, Audience Segmentation, Social Listening, Competitor Research

Other: Dashboard Design, KPI Tracking, Performance Analysis, Python (Basic), HTML, Google Ads,

Copywriting, Asset Management **Languages:** English, Vietnamese, Mandarin (Intermediate)