

# HARMONY PHAM

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## EXPERIENCE

### Edventure Design

*Marketing & Analytics Intern*

Remote

June 2025 – Present

- Designed and launched LinkedIn Ads targeting key personas, boosting monthly reach by 700% and amplifying brand visibility.
- Conducted A/B tests on format, hashtags, and visuals, leading to an 80% increase in impressions and a 22% lift in clicks.
- Authored performance-focused post copy and briefs, increasing time-on-page by 20x through engagement optimization.

### SportsAbility Alliance

Tallahassee, FL

*Social Media & Analytics Intern*

May 2025 – Present

- Developed and scheduled 6–7 multi-format posts weekly using Publer, cross-posting on Facebook and Instagram while collaborating with 8+ partner brands to maintain consistent campaign messaging.
- Tracked and analyzed campaign performance via Meta Business Suite, contributing to a 143.5% MoM increase in reach and a significant boost in engagement through timely storytelling and visual strategy refinement.
- Produced monthly social media growth recaps and insights decks, informing internal outreach strategy and reinforcing value-driven community engagement across platforms.

### Viettel Media

Hanoi, Vietnam

*Marketing Specialist*

May 2024 - August 2024

- Created Facebook contents achieving up to 2.2K likes per post. Orchestrated Vietnam's most viewed show in June 2024 with 249K followers and 78K likes on Facebook page.
- Advanced in Meta Analytics and Tableau to optimize fan page content strategies, resulting in a 15.3% increase in impressions (7.6M) and a 14.9% rise in content interactions (135.5K) within the first week.
- Engaged with stakeholders to sell and distribute over 500 movies across Taiwan, China, and Korea, expanding market reach by 30%.

### Publicis Groupe (MSL)

Hanoi, Vietnam

*Digital Marketing Intern*

April 2023 – August 2023

- Developed multilingual contents, detailed creative briefs, and proposals, reduce project turnover time by 20% through strategic media planning and collaboration.
- Authored video script for Mastery West Heights Event Recap, garnering over 98k views on Facebook in two weeks.

### Viettel Group (Viettel Money)

Hanoi, Vietnam

*Marketing Intern*

May 2021 – March 2022

- Created four weekly content posts on social media, collaborated on three merch lines, and supervised production of a national TV reality show to promote Viettel Money app, increasing new user registration by 30%.

### The Student Foundation FSU

Tallahassee, FL

*Public Relation Chair*

Jan 2023 – August 2023

- Wrote engaging social media captions and event promotions, resulting in a 17% rise in engagement.
- Coordinated student communications to drive brand awareness and participation.

## EDUCATION

### Florida State University

Tallahassee, FL

Bachelor of Advertising, Minor in Business Analytics

Expected graduation: May 2026

- GPA 3.9 / 4.00

## SKILLS

**Technical:** Adobe InDesign, Adobe Photoshop, Meta Ads Manager, Campaign Optimization, A/B Testing, Content Briefing, Copywriting, Asset Management, Wix, MemberClick, Publer, Canva, Notion, Python, HTML

**Analytics & Tools:** SQL, Tableau, Power BI, Microsoft Excel, Google Analytics **Languages:** English, Vietnamese, Mandarin (Intermediate)