

HARMONY PHAM

DIGITAL MARKETER

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EDUCATION

Bachelor of Advertising, Minor in Business Analytic

2022-2026

Florida State University, Tallahassee, FL

WORK EXPERIENCE

Viettel Media, Viettel Group

May 2024 – August 2024

Marketing Specialist

- Created Facebook content using Canva, Photoshop Premier, and Adobe, 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 other data analytic tools like Python, and Microsoft Excel 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.
- Developed and optimized processes and resources, generating bi-weekly market and customer analysis reports, increasing efficiency by 20%.
- Engaged with stakeholders to sell and **distribute over 500 movies** across Taiwan, China, and Korea, expanding market reach by 30%.

Publicis Groupe

April 2023 – August 2023

Digital Marketing Intern

- Contributed innovative ideas and collaborated with team on producing compelling **PowerPoint** proposals, reducing project turnaround time by 30%.
- Authored engaging **video script** for Mastery West Heights Event Recap, garnering over **98k views** on Facebook in two weeks.
- Developed captivating sample content for newspapers and optimized content design, driving a **15% increase** in click-through rates.
- Demonstrated expertise in crafting compelling and engaging content for multilingual audiences, seamlessly adapting tone and style to suit diverse cultural contexts, document types, and preferences.
- Analyzed over 30 customer comments and feedback from campaign, presenting data-driven insights in Excel to optimize future strategies, cross-section collaboration, and enhance customer engagement.

Viettel Group

May 2021 – March 2022

Marketing Intern

- Consistently** coming up with four content posts a week
- Work closely with the client department to come up with **three merch lines & designs** for the company's new service
- Consistently assisting/ supervising the production of the company's reality show on national television

CAMPUS INVOLVEMENT

The FSU Student Foundation

August 2022 – June 2024

Public Relation Chair & Writer

- Collaborated with team to consistently come up with advertising strategy and social media content each week
- Advanced in Microsoft Excel to keep track of the fan page's performance analytics, as well as customer feedbacks. Increase customers' service satisfaction by 12%
- Advanced **sales** skills and persuade skills in the main event Great Give and helped raise **\$2950**

De Fakkel

May 2022 – March 2023

Head of Communication & Co-founder

- Offer two special PR training courses for up to 20 new members
- Manage the fan page, which achieved **1.5 K likes the first week** launched
- Advanced **storytelling** and **branding** skills in building a consistent brand image for the fan page

Hanoi Amsterdam High School for the Gifted's Official Website

May 2022 – March 2023

Writer/ Publisher/ Web Editor

- Consistently coming up with **2 content posts a week** in both Vietnamese and English on the school's official website
- Advanced media planning and collaborated closely with the team to come up with a content table every month
- Advanced in using camera to make high-quality photo artifacts for each content post

SKILLS & INTERESTS

Skills: Content Writing, Content Creating, Digital Marketing, Social Media, SEO,

Tools: Google Ads, basic HTML, Microsoft 365, Capcut, Canva, Wix, Trello, Tinkercad, Midjourney

Languages: English, Vietnamese, Chinese, Spanish (communicative)

Interest: Fashion, Marketing & Sustainable marketing