

Anh Pham

2305 S Plum St, Seattle, WA 98144 • Anhphamm9812@gmail.com • + 1 (949) 358-1288

EDUCATION

SEATTLE UNIVERSITY

SEATTLE, WA

2021-2023

- Bachelor of Business Administration, Major in Marketing. GPA: 3.73
- Transfer Merit Scholar Award, Direct Transfer Degree Scholarship. \$14,000 Per Year.
- Dean's List: Winter 21, Spring 22, Fall 22, Winter 23, Spring 23

PIERCE COLLEGE

LAKEWOOD, WA

2017-2019

- Associate of Arts. GPA: 3.77
- Dean's List: Winter 17, Spring 17, Fall 18, Winter 18, Spring 18, Fall 19

PROFESSIONAL EXPERIENCE

NATALIE'S SUGARCANE & DESSERTS

Seattle, WA

GENERAL MANAGER & SOCIAL MEDIA MARKETING SPECIALIST

2022-Present

- Analyzed social media metrics to measure the success of campaigns and make data-driven decisions.
- Managed social media accounts, including content creation, community management, and customer service.
- Developed and executed social media marketing campaigns across multiple platforms to increase website traffic and engagement.
- Monitored users' comments, messages, and reviews to respond to inquiries, complaints, and problems quickly.
- Conducted market research to determine target audience and consider new social media opportunities.
- Stayed up to date on social media trends and best practices to continuously improve marketing efforts.
- Collaborated with cross-functional teams, including marketing, design, and sales, to ensure cohesive brand messaging.

HOLY SHEEP TEA

ANAHEIM, CA

SOCIAL MEDIA MARKETING SPECIALIST

2021-2023

- Composed and performed skills in graphic design, content creation, search engine optimization, digital marketing, customer service, project management, blogging, and marketing strategy.
- Measured, evaluated, and reported the results of social media marketing efforts.
- Increased followers and leads across all channels year over year. (More than 1000 followers, growth rate 7% per month.)

PHAM GIA ONE MEMBER CO., LTD

HO CHI MINH, VIETNAM

REAL ESTATE AGENT

2019-2021

- Developed and maintained relationships with clients to understand their needs and preferences.
- Conducted market research to determine property values and pricing strategies. Created and executed marketing plans to promote properties and attract potential buyers.
- Negotiated contracts and agreements between buyers and sellers to ensure a successful transaction.
- Utilized MLS software and customer relationship management tools to manage client information and transactions.

BAMBOO RESTAURANT

SEATTLE, WA

GENERAL MANAGER

2019-2020

- Managed daily restaurant operations, including scheduling, inventory management, and staff training. Increased sales by 20% through the implementation of a new menu and promotional events.
- Maintained a high level of customer satisfaction, resulting in a 4.5-star rating on Yelp.
- Developed and maintained relationships with vendors to ensure timely delivery of supplies and equipment.
- Conducted regular staff meetings to improve communication and teamwork.
- Trained and mentored new staff members, resulting in a 30% decrease in staff turnover.

SKILLS & CERTIFICATION

- Certification: MOS Certification, Microsoft Office Specialist Excel Certification.
- Technical Skills: Proficient in Microsoft Word, Microsoft Excel, Final Cut Pro, Adobe, CapCut, Photography and Video Editing.
- Language:
 - English: Full Professional
 - Vietnamese: Native or Bilingual
 - Korean: Limited Working

WEBSITE, PORTFOLIOS, PROFILES

- <https://www.instagram.com/holysheeptea.nm/>
- <https://www.instagram.com/nataliesugarcane/>
- <https://www.instagram.com/diningseattle/>
- <https://www.instagram.com/naabiiiiiiiiiiii/>