ANH (ANN) PHAM

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**MARKETING ANALYST**

Marketing professional with over 3 years of experience in the fashion, aviation, and service industries. Skilled in digital campaigns, omnichannel strategy, and brand storytelling. Passionate about aligning creative ideas with measurable business growth.

AREAS OF EXPERTISE

**PROFESSIONAL SKILLS**

* Strategic Marketing & Campaign Execution
* Omnichannel Retail Marketing
* CRM & Loyalty Program Development
* Brand Building & Positioning
* Market Research & Consumer Insights
* Multi-Channel Content Creation
* Visual Merchandising & Brand Storytelling
* Social Media & Influencer Strategy
* Project Management & Workflow Optimization
* Cross-Functional Communication & Collaboration

**TECHNICAL SKILLS**

* Strategic Marketing & Campaign Execution
* Omnichannel Retail Marketing
* CRM & Loyalty Program Development
* Brand Building & Positioning
* Market Research & Consumer Insights
* Multi-Channel Content Creation
* Visual Merchandising & Brand Storytelling
* Social Media & Influencer Strategy
* Project Management & Workflow Optimization
* Cross-Functional Communication & Collaboration

PROFESSIONAL EXPERIENCE

**BRAND ASSOCIATE (BANANA REPUBLIC)** | Gap Inc., Canada 10/2024 – Present

* Enhanced customer engagement and styling experience by translating credible fashion inspirations into actionable solutions, boosting engagement by 15% and increasing repeat visits by 5% during peak seasons.
* Supported omni-channel brand alignment by authentically connecting with over 80 customers monthly, ensuring visuals, service standards, and brand storytelling met campaign goals, resulting in a 10% uplift in sales conversion rates.
* Helped maintain inventory accuracy, executed cash handling with 99% transaction accuracy, and contributed to merchandising excellence, supporting store-wide conversion improvements and achieving a 95% customer satisfaction score aligned with Canadian retail excellence standards.

**MARKETING EXECUTIVE** | Vietnam Airlines JSC, Vietnam 10/2022 – 11/2023

* Acquired 3,000 new loyalty members and achieved 30 million social media views by managing a $50,000 CAD influencer campaign with 15 KOLs, resulting in 1.5 million total interactions in one month.
* Generated $100,000 in monthly revenue by developing a tailored social media campaign, optimizing budgets from banks and retail partners, and boosting loyalty program engagement.
* Increased online ticket sales by 20% by spearheading digital partnerships with banks and e-commerce platforms to provide exclusive customer deals and enhance conversion on digital channels.

**PR & INTERNAL COMMUNICATION EXECUTIVE** | GELEX Group JSC, Vietnam 05/2022 – 09/2022

* Successfully organized the company's General Meeting of Shareholders and annual summer vacation event, which enhanced employee engagement and stakeholder satisfaction, resulting in a 90% positive feedback rate.
* Strengthened brand visibility by writing and publishing 12 press releases, articles, and communication materials, contributing to a 15% increase in media mentions, higher online engagement, and supporting a positive movement in the company's stock price during the campaign period.
* Supported internal communication strategies by collaborating across departments, which improved cross-functional coordination efficiency by 20%.

**JUNIOR MARKETING EXECUTIVE** | Sun Group, Vietnam 11/2021 – 04/2022

* Safeguarded brand equity across five business units by overseeing 23 intellectual property registrations valued at over $150,000.
* Contributed to 15% faster campaign rollouts by co-developing the annual marketing plan and aligning key stakeholders.
* Improved reporting efficiency by 40% by introducing standardized templates for internal marketing performance updates.

**MARKETING TEAM LEAD** | Capelli Wing Hair, Vietnam 06/2020 – 01/2021

* Increased social media engagement by 15% and broadened online reach by 35% by managing a five-member team to execute campaigns on Facebook, Instagram, and TikTok.
* Boosted advertising ROI by 25% through A/B testing and performance-based optimization strategies.
* Achieved a 30% reduction in campaign delivery time by developing structured workflows and automating reporting templates.

**PR & COMMUNICATION INTERN** | Deloitte, Vietnam 06/2019 – 09/2019

* Supported corporate communication initiatives by drafting and editing over 15 press releases and internal articles, contributing to a 12% increase in employee engagement survey results.
* Enhanced internal communication efficiency by collaborating with cross-functional teams to streamline messaging strategies, leading to a 10% faster content approval process.

**COMMUNICATION INTERN** | InterContinental Hotels Group (IHG), Vietnam 01/2019 – 04/2019

* Supported hotel communication strategies by creating and scheduling social media content across key platforms like Facebook and Instagram, contributing to a 20% increase in online engagement.
* Assisted in organizing guest events and corporate functions, achieving a 95% satisfaction rate in post-event surveys.
* Drafted press releases and newsletters that enhanced guest communication reach by 18%, promoting broader brand awareness initiatives.

EDUCATION

**MASTER OF BUSINESS ADMINISTRATION** | University Canada West, Vancouver 2025

Cumulative GPA 3.93 | Specialization: Marketing

* **Social Media Lead** | National MBA Games 2025
* **Member of the Case Team** | National MBA Games 2025
* **Member of the Case Team** | BC MBA Games 2024
* **Top 4** | Prospectus Case Competition 2024

**BACHELOR OF MARKETING COMMUNICATION** | Academy of Journalism and Communication, Hanoi 2021

Cumulative GPA 3.80 | Specialization: Marketing Communication

* **Project Manager** | ‘I’m Not Afraid’ Fundraising Project 2019
* **Marketing Executive** | International Volunteer Program (AIESEC Vietnam) 2019
* **Head of Media and Public Relations** | ‘Maucham’ Project 2019
* **Representative of Indonesia** | Southeast Asia Free Trade Agreement Negotiation Simulation Conference (Hindrich and RMIT) 2019
* **Copy Writer** | L'Officiel Vietnam 2019
* **Project Management Intern** | Vietnam International Fashion Week 2018
* **Content Editor** | The Parttime 2018
* **Content Director** | Orientation Events 2018
* **Event Executive** | Year-end Celebrations & Graduation Events 2018

CERTIFICATION

* **Digital Marketing Certification** | Stukent 2025
* **Google Analytics Certification** | Google 2025
* **SEO Fundamentals** | Semrush 2025
* **Digital Marketing Associate** | Digital Marketing Institute 2024
* **Project Management** | Google 2024