

HENRY PHAM

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EDUCATION

University of Texas at Arlington

May 2026

B.S. Marketing | Minor in Management

RELEVANT COURSEWORK

- Consumer Behavior
- Marketing Research
- Social Media Marketing
- Digital Marketing
- Brand Management
- International Marketing

TECHNICAL SKILLS

Software | Marketing Tools: Canva, Shopify, AutoDS, CapCut, TikTok, Tableau, Adobe Creative Cloud, Microsoft Office (Excel, Word, PowerPoint)

CERTIFICATIONS

Social Media Marketing (HubSpot)

Digital Marketing & E-commerce (Google)

PROJECTS

Online Store

June 2024

Digital Store Owner

- Built a fully functional online store using Shopify and AutoDS to outsource products and create attractive organic ads with reelings visuals.
- Orchestrated and launched a cross-platform social media campaign, producing high-quality short-form video content for TikTok and Instagram Reels resulting in generating over 2,000+ organic impressions with leveraged analytics and trend forecasting applied.
- Conducted email marketing campaigns through Shopify, including demographic targeting and designed personalized promotional newsletters.

Freelance Marketing Project

Nov 2025

Content Creation

- Developed a unique social media marketing strategy to increase local brand awareness, customer engagement for a local bakery, resulted in an increased brand presence of 10%.
- Curated aesthetic Instagram posts through Canva, incorporating core brand values, persuasive messages with hooking captions.
- Analyzed and optimized and analyzed social media performance metrics, includes reach, impressions, and engagement rates. Constant refining of content strategy based on previous data and insights to improve campaign effectiveness and maximize brand growth.

WORK EXPERIENCE

Kickin Crab | Customer Service

Present

- Managed high-volume customer interactions to ensure a consistent high-quality service.
- Cultivated brand advocacy by delivering personalized customer service, actively listening to consumer demands while maintain professionalism.
- Maximized daily sales opportunities and ensure smooth operations through effective time management, and promoting social media content.

BBQ Chicken | Customer Service

Aug 2024 - Sept 2025

- Trained new team members simultaneously, coaching on restaurant standards and communication protocols to ensure a cohesive work environment.
- Resolved numerous consumer concerns to upheld the brand's image while promoting a welcoming atmosphere.
- Executed targeted upselling strategies, recommending consumers add-on products and guiding customers towards premium options.

LEADERSHIP | EXTRACURRICULAR

American Marketing Association (AMA)

July 2024

Member

- Measured and presented success metrics of a digital campaign, such as click-through rate and impressions.
- Applied digital marketing techniques to boost presence on social media to maximize awareness from marketing workshop events.
- Collaborated cross-functionally to execute a 2-week marketing campaign across TikTok and Instagram.