

Henry Pham

(682) 521-9054 | Dallas-Fort Worth, TX | phamhenry906@gmail.com | [linkedin.com/in/henrypham2004](https://www.linkedin.com/in/henrypham2004) | [Portfolio](#)

EDUCATION

University of Texas at Arlington

Graduated: May 2026

BBA Marketing | Minor in Management

GPA 3.9

- **Relevant Coursework:** Social Media Marketing, Consumer Behavior, Marketing Research, Brand Management, Digital Marketing

PROFESSIONAL EXPERIENCE

Kickin Crab

July 2025 - Present

Team Lead

- Cultivated brand advocacy by delivering personalized service, actively listening to guest preferences and feedback.
- Trained and mentored a front-of-house team on upselling techniques and promotional pairings, consistently exceeding shift sales targets.
- Maximized daily sales and store traffic through effective workflow management and active promotion of restaurant social media campaigns.

MARKETING PROJECTS

Extern - Beats by Dre

June 2026 - August 2026

Consumer Behavior & Market Analysis Extern

- Conducted market research and consumer behavior analysis for Beats by Dre using structured research frameworks and AI prompting techniques.
- Delivered a comprehensive 20-person survey solution utilizing Google Forms and automated chatbot tools to gather targeted customer insights.
- Leveraged qualitative and quantitative data analysis, including visualization techniques in Google Sheets and Gamma AI, to uncover actionable insights into Gen Z consumer trends, behaviors, and preferences for audio devices.

Online Store

June 2024

Shopify

- Built and designed an E-commerce store on Shopify (CMS), optimizing product descriptions, website navigation, and on-page visual assets to enhance engagement and user experience.
- Orchestrated and launched a cross-platform social media campaign, producing high-quality short-form video content for TikTok and Instagram Reels by leveraging analytics and trend forecasting.
- Conducted email marketing campaigns through Klaviyo, incorporating demographic targeting and audience segmentation.
- Analyzed performance metrics and conversion insights to continually refine content strategy and optimize on-site content for better visibility and reach.

Freelance Marketing Project

September 2025

Content Creation

- Developed and executed a targeted social media marketing strategy to boost engagement and grow online brand presence for a local business.
- Curated visual content using Canva, pairing persuasive copywriting with core brand values to increase audience reach.

LEADERSHIP | EXTRACURRICULAR

American Marketing Association

June 2024

Member

- Measured and presented success metrics of a digital campaign, such as click-through rate and impressions.
- Coordinated event promotions for professional development workshops, driving higher student turnout and community interest.
- Collaborated cross-functionally to execute a 2-week marketing campaign across TikTok and Instagram.

SKILLS

Technical: Canva, Shopify, AutoDS, CapCut, TikTok, Tableau, Adobe Photoshop, Microsoft Excel (Data Organization, Basic Formulas, Sorting/Filtering), Gamma AI, Klaviyo, CapCut

Marketing Competencies / Principles: CRM, Audience Segmentation, A/B Testing, KPI Tracking (CPA, Conversion Rates), SEO Principles

CERTIFICATIONS

Social Media Marketing | *HubSpot*

Digital Marketing & E-commerce | *Google*