

# Henry Pham

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## EDUCATION

**University of Texas at Arlington** | Arlington, TX

Graduated: May 2026

Bachelor of Marketing | Minor in Management

GPA 3.9

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

## PROFESSIONAL EXPERIENCE

**Extern - Beats by Dre** | Remote

June 2026 - August 2026

*Consumer Behavior & Market Analysis Extern*

- Developed a deep understanding of research questions for a client within the audio industry by applying analysis frameworks and AI prompting.
- Delivered a comprehensive 20 person survey solution, utilizing Google Forms and automated chatbot tools, to gather targeted customer insight.
- Leveraged qualitative and quantitative data analysis, including visualization techniques in Google Sheets, to uncover actionable insights into Gen Z consumer trends, behaviors, and preferences for audio devices.

**Kickin Crab** | Mansfield, TX

July 2024 - Present

*Team Lead*

- Trained 8+ employees in inventory logistics, maintaining stock accuracy rates to 98% and decreasing SKU errors.
- Applied Agile methodology to exceed sales goals for 5 months through real-time reporting and client service analysis.
- Elevated daily workflow by promoting structured communication, shortening turnaround time in high-pressure environments.

**BBQ Chicken** | Arlington, TX

July 2024 - Present

*Team Lead*

- Resolved numerous consumer concerns to uphold brand's image while promoting a welcoming atmosphere.
- Executed targeted upselling strategies, recommending consumers add-on products and guiding customers towards premium options.

## PROJECTS

**Online Store** | Shopify

June 2024

- Built a fully functional online store using Shopify and AutoDS to outsource products and create attractive organic ads with stunning 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** | Arlington, TX

September 2025

*Content Creation*

- Managed chapter budget and profit loss statement using Excel, reallocating \$2500+ in funds to optimize event delivery.
- Minimized conference costs by 22% through negotiations and budget realignment, demonstrating strong planning and vendor management skills.
- Attended executive meetings to plan and ensure fundraising goals, contributing to a 37% increase in revenue.

## LEADERSHIP | EXTRACURRICULAR

**American Marketing Association**

June 2024

*Member*

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

## SKILLS

**Technical:** Canva, Shopify, AutoDS, CapCut, TikTok, Tableau, Adobe Creative Cloud, Microsoft Office (Excel, Word, PowerPoint)

## CERTIFICATIONS

Social Media Marketing | *HubSpot*

Digital Marketing & E-commerce | *Google*