

# THU M. PHAM

30 Patton St • San Francisco, CA 94110

(832) 474-0905 • thu\_pham@kenan-flagler.unc.edu • www.linkedin.com/in/thupham31

## SUMMARY

---

**Experienced marketer** effective in fast-paced, collaborative, resource-strapped environments. Adept at using provocative storytelling and data analysis tools to drive engagement, build community, and identify evangelists. Exceptional ability to influence others, in the board room or the campaign trail. Skilled in Excel, PowerPoint, G Suite, Adobe Creative Products, JMP, Hootsuite.

## EDUCATION

---

**University of North Carolina, Kenan-Flagler Business School** – Chapel Hill, NC May 2018  
Master of Business Administration, Full-Time MBA/MPP Program

- Co-founded e-commerce company Elemental; selected as an elite venture team for 2018 UNC Innovation Showcase
- Revamped branding and outreach for Women in Business organization, resulting in >40% increase in corporate sponsorship

**Duke University, Sanford School of Public Policy** – Durham, NC May 2018  
Master of Public Policy, Full-Time MBA/MPP Program

- Spearheaded inaugural Women in Policy alumni networking event with 50+ attendees; institutionalized event now in 4<sup>th</sup> year
- Analyzed charter school funding for DC Fiscal Policy Institute; published white paper received coverage by *Washington Post*

**University of Texas at Austin** – Austin, TX May 2011  
Bachelor of Journalism with Honors; Bachelor of Arts in Government

- Jesse H. Jones Scholarship Recipient; Copy Editor, *The Daily Texan*; Legislative Intern, Texas House of Representatives

## EXPERIENCE

---

**Salesforce** – San Francisco, CA Summer 2017  
MBA Marketing Intern, Ignite

- Formalized customer success case study work stream by communicating cross-functionally with SVPs, account executives, and solutions engineers to conduct primary and secondary research; created marketing assets and authored case studies
- Collaborated with senior leaders to map Ignite's strategic growth portfolio; brainstormed data points used to evaluate stakeholder needs, risk tolerance, and sales potential to meet demand for Ignite services
- Improved copy for Ignite's webpage redesign by simplifying language for SEO; edits approved by corporate marketing

**Safal Partners** – Houston, TX Summer 2016  
Summer Associate, Education Consulting

- Informed executive leaders in creating goal-based budgeting model to redesign major city's budget processes by investigating comparable cities, creating implementation map, and setting KPIs; presented to city leaders, resulting in city-wide adoption
- Executed digital marketing strategy for US Dept. of Education using social media and SEO, boosting online traffic >25%

**Mobymax** – Houston, TX 2015  
Content Developer, Grades K-8 Science

- Improved software's UX and content through alignment with technical team; 3 design proposals incorporated into product
- Authored and designed children's textbook content using Adobe programs and design thinking, contributing towards start-up's ambitious sales targets, increasing Mobymax's presence in US classrooms by 45% in 2 years

**Teach For America** – New Orleans, LA 2011 - 2014  
Math Teacher, East St. John High School

- Leveraged technology to enable data-driven instruction, inclusive classroom culture, and parent-teacher relationships for 90+ students; led to 100% of students passing state algebra test, outperforming school, district, and state averages 2012-2014
- Designed intervention math course for 50+ at-risk, high-needs students using digital programs; successful implementation led to program expansion for all at-risk students; graduation rate increased 5.1% YoY since program's adoption
- Orchestrated committee of 12 community leaders for Hurricane Isaac relief in low-resourced, post-disaster environment; crowdfunded \$5k in two weeks for school supplies for 1200+ affected students in school district

## ADDITIONAL

---

- Global citizen: Born in Vietnam, raised in Texas, studied abroad in Italy, taught ESL students in Vietnamese and Spanish, traveled to 20+ countries, lived in 6 US states
- Fried chicken enthusiast holding repertoire of 4 recipes; yet to win official food contest but fan favorite among friends