



Khoa Pham

I am a versatile Marketing Manager with the ability to lead teams while being actively involved in executing a wide range of marketing activities.

In addition to developing marketing strategies and managing brands, I have hands-on expertise in graphic design, video production, website and UI/UX design, CRM application development, and multi-platform digital advertising across Facebook, Google, and TikTok.

With over two years of experience leading an eight-member marketing team and overseeing marketing operations for ten brands across multiple industries, I combine strategic thinking with strong execution capabilities. My ability to bridge creativity, technology, and performance marketing enables me to build effective marketing solutions, optimize operational efficiency, and drive sustainable business growth.

See more at: [Be.net/KhoaDangPham](https://be.net/KhoaDangPham)

Full-Stack Marketer

CONTACT

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📍 Diên Hồng Ward, HCM City

EXPERTISE

- Google Analytics
- Google Ads
- Facebook Ads
- Adobe Photoshop
- Adobe Illustrator
- After Effects
- Figma
- Google Docs
- Chat GPT



📱 SCAN ME

EXPERIENCE

➤ CAT MOC GROUP - MARKETING MANAGER | 04/2024 - Present

- Lead and manage the marketing and creative team, ensuring all visual assets, content, and campaign deliverables meet high standards of quality, consistency, and brand identity before publication.
- Owned the end-to-end digital marketing strategy for the company's residential architecture and construction business, planning and optimizing Facebook Ads and Google Ads campaigns to consistently generate qualified leads for house and villa design-and-build projects.
- Personally designed the company's two main websites, catmoc.cmg.vn and thietkebenhvien.vn, with a strong focus on UI/UX, information architecture, responsive layout, content structure, and user experience. These websites helped strengthen the company's digital presence and communicate its architecture, healthcare design, and construction capabilities more professionally.
- Personally designed and developed an internal Mini CRM & Quotation Application for the Project Management team, streamlining quotation generation, customer management, project tracking, and workflow efficiency.
- Founder of **Cat Moc Creative Hub**, leading the branding and creative direction for the company's brands while delivering branding solutions for external clients.
- Design and oversee all online and offline marketing materials, ensuring brand consistency across digital platforms, print media, events, and corporate communications.
- Plan, execute, and optimize digital advertising strategies across platforms including Facebook Ads, Google Ads, and other performance marketing channels, aligning campaigns with overall business and marketing objectives.

➤ TEXAS CHICKEN VIETNAM - Freelance Graphic Designer | 10/2021 - Present

- Conceptualized and designed all creative materials for communication campaigns, promotional activities, events, customer engagement initiatives, brand identity systems, and other marketing-related projects for Texas Chicken Vietnam.
- Ensured all design deliverables met requirements in terms of creative concept, content, visual aesthetics, brand consistency, project timelines, and high-quality color accuracy for printed materials.

EDUCATION

2024
AIM ACADEMY
Facebook Marketing
Google Ads

2017
KEYFRAME
UX/ UI Web/ Mobile App
Product Design

2013 – 2015
FPT ARENA MULTIMEDIA
Multimedia

SPECIALITIES

- Graphic Design
- UI/ UX Design
- Web Design
- Logo Design
- Branding Guidelines
- Presentation Design
- Motion Graphics

PERSONAL SKILLS

- Teamwork
- Willing to learn
- Creativity
- Time management
- Ability to work under high pressure
- Highly responsible
- Work independently
- Negotiation

- > MEDICI Vietnam – UI/ UX Designer | 01/2022 – 11/2022
- Create clear user flows, wireframes, and prototypes for user interfaces.
 - Develop and maintain design system and components to develop a coordinated brand image of the Group
 - Create and maintain design system and UI pattern library. Partner closely with UI developers on a day-to-day basis to create designs.
 - Work closely with Product Owner, sale team, operation, and marketing to understand user needs, motivation, and behaviors to provide a user experience that truly emphasizes with user’s pain points.
- > APLUS HOME – Senior Designer | 01/2021 – 01/2022
- Design offline communication products: standee, banner, backdrop, bandroll, invitation, leaflet, leaflet, voucher.
 - Design online communication products: banner, cover photo, animation, infographic, email marketing
 - Design the company's proposals and publications: slides, product introduction brochures...
- > SHOPEE FOOD – Freelance Graphic Designer | 01/2021 – 10/2021
- Work with designers member and Marketing team to develop and execute concepts and ideas for marketing projects.
 - Design materials, banners, posters as required.
- > KOMPA GROUP – UI/ UX Designer | 10/2019 – 01/2021
- Provide UI wireframes and assets for projects
 - Provide UX flow for tools used within the projects
 - Actively solve problems encountered in my projects, propose ideas on how we could improve work efficiency
 - Report tasks status to Product Manager when required.
 - Design chart, widget.
 - Create presentations, sale desks for sales.
- > RINGIER VN– Graphic/ UI Designer | 09/2017 – 10/2019
- Design banners, landing pages, website single page.
 - Design for sales promotion campaigns, events and other direct marketing activities (emails, Facebook...)
 - Create marketing materials/collaterals for Muabannhadat’s Event
 - Create Banner Html5 by Adobe Animate/ Flash.
- > PNJ GROUP – Graphic Designer | 09/2016 – 10/2017
- Web product image design.
 - Design flyers, Vouchers, advertising publications, events.
 - Shop decoration design.
 - Proposing ideas on artistic images, ideas for graphic design requirements in the same department as well as designs made by external partners.

Thanks for checking out my profile and let me know if you have any questions.
I await your response and thank you for your consideration!