

EXPERIENCE

XL Construction • *Senior Website Coordinator*

Oakland, CA | AUG 2021 – PRESENT

- Lead digital communications across four brand websites (XL Construction, Elevated, Bradley Concrete, TimberQuest), spanning content strategy, UX, SEO, analytics, and vendor coordination.
- Grew website users **38%** and search impressions **439%** through SEO, content planning, and ongoing site optimization.
- Develop campaign strategies that connect business priorities, audience insights, and creative content, including a Progressive Design-Build campaign that increased impressions **148%**.
- Designed the XL Construction website and led a **\$100K** redesign with an external development agency through launch; continue to manage and optimize the site, improving inbound inquiries.
- Built and manage the Bradley Concrete, Elevated, and TimberQuest websites on WordPress.
- Built the company-wide intranet on Interact, creating a central platform for internal communications and employee resources.
- Created a complete brand system for Bradley Concrete (brand book, color and type standards, logo rules, and voice guidelines), reconstructed from source files where no official guideline existed.
- Designed AI-assisted content and reporting workflows using Microsoft Copilot and Copilot Studio, reducing recurring monthly tasks from about two days to half a day.
- Produce graphic design, motion graphics, and video for campaigns, LinkedIn and Instagram, newsletters, and internal communications, including the annual year-end video.
- Translate website and internal communications performance into reports and recommendations using GA4, Google Search Console, and Data Studio.
- Conduct content, trend, and competitor research and SEO audits to shape editorial calendars and campaign strategy.
- Partner with project teams and technical subject-matter experts to turn complex work into clear stories for clients and employees.

SAFI Label • *Product Designer*

Remote | APR 2022 – MAY 2022 | Springboard industry placement

- Audited the existing website using Google Analytics and competitive research, and interviewed likely end users to identify pain points and needs.
- With a team of three designers, designed a B2B e-commerce website for wholesale buyers sourcing supplies from Africa: journey maps, wireframes, and prototypes.
- Ran two rounds of usability testing, presented findings at weekly client check-ins, and handed off to developers via Zeplin.

CSE Insurance Group • *Marketing Consultant*

Walnut Creek, CA | JAN 2020 – AUG 2021

- Managed content for all company websites using WordPress and SharePoint.
- Developed style guides and UI components, and ran usability testing to improve digital experiences.
- Analyzed customer data that informed a new product launch.
- Created branding guidelines, marketing assets, and collateral.

Franciscan Charity • *Media and Marketing Manager*

San Francisco, CA | JUN 2016 – JAN 2020

- Led marketing operations and a seven-person team; planned and managed a **\$350K** annual marketing budget with year-over-year ROI improvement.

SUMMARY

Content and digital strategist with 15+ years across design, video, and web. Plans campaigns, runs multi-brand websites, and produces the creative that fills them, then turns performance data into clear next steps. MBA, with experience spanning nonprofit and in-house marketing.

SKILLS

STRATEGY & ANALYTICS

Content Strategy • Campaign Planning • SEO • AEO • Competitor Research • Audience Insights • Web Analytics • Performance Reporting • Budget Management

DIGITAL EXPERIENCE

Website Management • UX Design • Information Architecture • Content Management • Intranet & Internal Comms • Vendor Management • Usability Testing

CREATIVE PRODUCTION

Graphic Design • Brand Systems • Motion Graphics • Video Production • Video Editing • Photography • Copywriting

AI & AUTOMATION

AI-Assisted Workflows • Workflow Automation

TOOLS

CREATIVE

Photoshop • Illustrator • InDesign • Premiere Pro • After Effects • Lightroom • Audition • DaVinci Resolve • Avid Media Composer

WEB & CONTENT

WordPress • Drupal • Elementor • SharePoint • HubSpot • Mailchimp • Constant Contact • HTML/CSS/JS

ANALYTICS

GA4 • Google Search Console • Data Studio • Google Ads • Power BI

UX

Figma • Adobe XD • Sketch • Miro • Zeplin

- Ran year-round campaigns reaching **250,000+** prospects and **66,000+** donors across Facebook, YouTube, Instagram, email, web, direct mail, newspapers, and TV.
- Cut wasted marketing spend **75%** in one year by building a tracking system that segmented audiences by demographics, geography, and income.
- Redesigned the organization's website (phanxico.org), managed web content, and implemented an e-commerce system.
- Produced and managed visual and video content, including TV commercials and print ads; traveled across Southeast Asia for field production.
- Managed vendor deliverables, negotiated service contracts, and built cloud media libraries in SharePoint and Google Drive.

EDUCATION

University of St. Thomas

Master of Business Administration
2013 | Business Management

Academy of Art University

Bachelor of Science in Motion Pictures and Television
2016 | Specialized in Cinematography and Directing

University of Economics Ho Chi Minh City

Bachelor of Arts in Marketing
2011

Arena Multimedia Institute

Associate of Arts in Multimedia Design
2010

Springboard

UX Design Career Track (Certificate)
2022 | 300+ hour, mentor-led program with capstone and industry placement

LANGUAGES

English (fluent) • Vietnamese (native)