

# Tony Phan



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With over 5 years of experience in digital marketing and social media marketing, I've successfully ran campaigns for B2B and B2C SaaS platforms. I've got a knack for brand marketing, content strategy, in-bound growth, and social media strategies. Now, I'm all set to bring my skills to your company and help drive growth and success. Let's make an impact together!

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## EXPERIENCE

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### Marketing Strategist, Atmosphere

2021 – 2023, AUSTIN, TX

- Developed and executed targeted digital marketing campaigns that resulted in a 18% increase for conversion rates, surpassing industry benchmarks.
- Implemented a comprehensive brand awareness strategy that included social media engagement, influencer partnerships, and online advertising, leading to a 25% growth in brand recognition within the target market.
- Created and delivered persuasive sales enablement materials such as case studies and product demos, resulting in a 28% increase in SaaS platform sales.

### Visual Marketing Strategist, DesignEnvy

2020 – 2021, LUBBOCK, TX

- Created visually compelling campaigns for clients to boost awareness for products and services.
- Developed strategies from the ground up to drive more sales, enter new markets, and help secure series fundings from investors for clients.

### Content Marketing Manager, Primitive

2018 – 2020, LUBBOCK, TX

- Created successful strategies for clients from a various set of industries. Efficiently managed multiple creative projects at the same time. Followed up on projects with monthly reports detailing success metrics.
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## EDUCATION

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### Texas Tech University, Bachelor of Business Administration Marketing

2011 – 2016, MAGNA CUM LAUDE

- Studied a wide range of marketing skills from consumer behavior to digital marketing.
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## CERTIFICATIONS & SKILLS

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Hubspot Certified  
Hootsuite Certified

Google Analytics  
Creative Strategy

Photography & Videography  
Project Management