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# JULIE PHAM

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## EXPERIENCE

### Expanscience Laboratoires

Apr. 2022 - Dec. 2024

Digital & Influencer Marketing Associate

- Led and executed a \$135K influencer program that boosted Mustela's reputation, driving a +10-point increase in brand barometer scores and +80% YoY growth in influencer-recommended purchases.
- Delivered actionable insights via bi-monthly updates and quarterly HQ presentations.
- Managed campaigns achieving +83% reach growth, +21% engagement, and first-time influencer conversions in 2023.
- Collaborated with cross-functional teams to activate digital campaigns, enhance PDPs, and elevate brand credibility and perception.
- Partnered with PR to drive award submissions and host NYC influencer events, generating 5M+ reach and 100+ posts to amplify brand awareness.

### Ariela and Associates International

Jun. 2019 – Aug. 2021

Social Media and E-commerce Manager

- Planned and managed \$15K budget to cultivate influencer relationships, driving revenue growth while tracking KPIs and CPM, and presenting insights to the executive team quarterly.
- Developed and executed Instagram editorial content strategy, achieving 91% engagement growth, 121% follower growth, and 155% revenue growth for Instagram Stories in 2020.
- Collaborated with Design, Product, and Sales teams to enhance product descriptions across AAI brands, optimizing SEO and improving website traffic by 21% for Smart&Sexy in 2020.

### Kisuii

Feb. 2019 – Jun. 2019

Marketing Coordinator

- Strategized and executed social media strategies across Instagram, Facebook, Pinterest, Travel Blog, and Press, driving a 23% monthly increase in website traffic.
- Designed and managed email campaigns, growing subscribers by 11% monthly and acquiring new customers.
- Enhanced email performance through testing, lifecycle management, abandoned cart recovery, personalization, and segmentation, increasing Spring 2019 swimwear sell-through by 80%.

### HelloAva

Oct. 2018 – Mar. 2019

Social Media Manager (Contract)

- Developed and executed social media content strategy, increasing Instagram followers by 65% in 3 months.
- Tripled organic engagement by building and fostering active communities across social channels.
- Established partnerships with prospective skincare brands for wholesale opportunities.
- Organized influencer events and managed micro-influencer collaborations to amplify brand awareness.

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## EDUCATION

### Parsons School of Design

Dec. 2018

Master of Arts, Fashion Studies (Marketing)

- Honors: *magna cum laude*

### University of West Florida

Apr. 2016

Bachelor of Arts, Political Science

- Order of Omega Honor Society, Pi Sigma Alpha Honor Society, Model United Nations