

Kent Ha

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Summary

Dynamic marketing strategist with 10+ years of experience driving innovative campaigns and digital initiatives that boost engagement, conversions, and customer satisfaction. Known for leading cross-functional teams and managing projects from concept to launch, delivering results like a 75% increase in website conversions and a 268% growth in search volume. Combines technical expertise and creative problem-solving to elevate brand presence and optimize user experiences across multiple channels.

Core Competencies Include

- Content Management Systems (CMS)
- Cross-Functional Collaboration
- Customer Journey Mapping
- Customer Relationship Management (CRM)
- Digital Experience Optimization
- Google Analytics
- Lifecycle Marketing
- Project Management
- SEO / SEM

Experience

Intel | Hillsboro, OR

April 2020 - July 2025

A global leader in technologies that drive computing, connectivity, and innovation across industries.

Digital Marketing Strategist

December 2021 - July 2025

- Led the global launch and go-to-market strategy for flagship products, boosting Intel.com visits 15% year over year through SEO-driven, use-case-focused content and close alignment with cross-functional teams.
- Orchestrated the Intel.com launch of a personalized PC recommendation tool that replaced an overwhelming list with tailored options based on user responses, enhancing the user journey and driving million-dollar annual cost savings.
- Engineered an automated Excel process to generate all website image URLs, enabling IT to quickly refresh stored images on Intel.com, reducing launch-day errors and ensuring a seamless user experience under pressure.

Content Manager (via Artech)

April 2020 - December 2021

- Optimized Intel Customer Support's documentation request process by streamlining escalation paths and collaborating with support teams, reducing response times by over 70% and improving customer satisfaction.
- Spearheaded the overhaul of 1,000+ technical pages using a content matrix with IT and user experience teams, improving clarity and boosting customer satisfaction by an average of 10%, measured by ease of access.
- Designed and managed a project tracking system using Excel and Microsoft Teams, coordinating cross-functional teams through regular updates; adopted by strategists to centralize workflows and improve collaboration during technical documentation launches.

DaBella | Hillsboro, OR

February 2018 - March 2020

A nationally recognized leader in the home improvement industry, with over 15 branches operating across the United States.

Digital Marketing Manager

September 2018 - March 2020

- Launched and optimized Google Local Listings across all locations, achieving the second-lowest cost per lead among all SEM campaigns within three months while significantly increasing lead volume.
- Led search engine optimization (SEO)-focused digital content strategies for all DaBella branches using Google Search Console and targeted keyword research, boosting organic traffic and securing first-page Google rankings within six months.
- Launched and managed DaBella's first integrated TV, radio, email (Mailchimp), and paid media (Facebook, Google Ads) campaign in two markets, driving a 22% lift in organic traffic and doubling appointment requests and direct/social traffic.

Marketing Coordinator

February 2018 - August 2018

- Directed search engine marketing (SEM) campaigns across all markets with a \$600K annual budget, including a Facebook and Google Display Ads sweepstakes, driving a 268% increase in search volume through targeted keywords and website updates.
- Led a comprehensive rebranding, managing agency and teams, collaborating with executive leadership to deliver a launch event and website redesign that boosted conversions 75% year over year.
- Drove the implementation of a website chat function to provide 24/7 customer support and create a new channel for lead capture, enhancing engagement and responsiveness.

Education

Master of Business Administration (MBA)

George Fox University – Portland, OR

Certification in Advanced Digital Marketing – Issued October 2020

Bachelor of Arts in Liberal Arts, New Media Communications

Oregon State University – Corvallis, OR

Additional Resources

Digital Portfolio – kentha.com/portfolio