

Kent Ha

ha.kent25@gmail.com | [linkedin.com/in/kentha](https://www.linkedin.com/in/kentha) | Portland, Oregon

Summary

Digital marketing strategist with 10+ years helping enterprise and growth brands drive measurable results through SEO, content strategy, and digital optimization.

- **Strategic Leadership** – Spearheaded Intel.com global launches that grew visits 15% YoY and streamlined go-to-market execution.
- **Data-Driven Innovation** – Built a personalized PC recommendation tool that delivered \$1M+ annual savings while improving user journeys.
- **Performance Optimization** – Automated launch workflows and digital experiences that boosted conversions and eliminated costly delays.

Core Competencies

- **Strategy & Analysis:** Customer Journey Mapping, Data-Driven Strategy, Digital Analytics, Go-to-Market Strategy
- **Optimization:** A/B Testing, Content Strategy, Conversion Rate Optimization (CRO), SEO & Website Optimization
- **Collaboration & Management:** Budget Management, Cross-Functional Collaboration, CRM, Project Management, Vendor/Agency Management

Experience

Intel | Hillsboro, OR

April 2020 - July 2025

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

Digital Marketing Strategist

December 2021 - July 2025

- Led global website launches and go-to-market strategies for flagship products using Adobe AEM CMS, increasing Intel.com visits 15% YoY through SEO best practices and use-case content.
- Built a personalized PC recommendation tool on intel.com that replaced a third-party system, saving \$1M+ annually and simplifying the user journey with Adobe Customer Journey Analytics insights.
- Enhanced customer experience during high-traffic product launches by developing an automated content management solution that optimized images across devices, eliminating delays and ensuring smooth website performance.

Content Manager (via Artech)

April 2020 - December 2021

- Improved customer experience by developing Salesforce CRM-integrated support workflows and escalation processes, reducing response times by 70% and strengthening customer relationships.
- Executed a comprehensive audit of 1,000+ web pages using a structured content framework, enhancing user satisfaction by 10% and improving organic search performance.
- Coordinated marketing, IT, and content teams by designing integrated project tracking systems, eliminating version-control issues, and ensuring seamless content delivery.

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

Digital Marketing Manager

September 2018 - March 2020

- Managed multi-channel campaigns (TV, radio, email, paid media), driving 22% lift in organic traffic and doubling conversion rates with CRM-integrated promo tracking.
- Launched and optimized Google Local Listings across all branches, achieving the 2nd-lowest cost per lead among SEM campaigns and reducing reliance on expensive third-party lead sources.
- Secured 1st-page Google rankings in 6 months for new branches with SEO-driven content, backlinking, and local search optimization.
- Delivered 2x ROI on sales enablement campaigns by aligning direct mail and email messaging across markets.

Marketing Coordinator

February 2018 - August 2018

- Directed SEM campaigns with a \$600K annual budget across all markets, including Facebook and Google Display sweepstakes, driving a 268% increase in search volume through optimized landing pages and cross-market coordination.
- Led nationwide rebrand and multi-location website redesign across 15 offices, collaborating with agencies and executive leadership to improve user journey, implement WordPress CMS, and boost conversions 75% YoY.
- Implemented a 24/7 website chat to bridge after-hours service gaps, creating a new lead capture channel and improving customer engagement through vendor selection, technical integration, and team training.

Education

Certified Scrum Product Owner (CSPO)

Issued September 2025 | Expires September 2027

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