

Kent Ha

Marketing Professional

Digital Marketing | Project Management | Innovative

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Professional Summary

Self-motivated marketer with several years of experience helping top organizations enhance their consumer experience through cross-collaboration project management, brand creation and management, and digital marketing efforts such as search engine optimization and online paid media. Eager to utilize innovative entrepreneurial spirit to maximize brand awareness through tactical digital marketing strategies.

Professional Experience

Intel | Hillsboro, OR

Apr. 2020 – Present

A globally recognized leader in producing innovative technical products that revolutionize the daily aspect of everyone's lives.

Content Manager (via Artech)

- Aided the Intel Customer Support team to reduce customer response time from an average of 30 days to eight days in under five months.
- Simultaneously worked with several business units to help manage multiple highly visible product launches in three short months.
- Utilized agile project management methodologies to execute the creation of over 25 online technical documentation on a quarterly basis to allow software developers access to critical product information.

DaBella | Hillsboro, OR

Feb. 2018 – Mar. 2020

A nationally recognized leader in the Home Improvement industry with over 15 branches throughout the United States.

Digital Marketing Manager

- Launched DaBella's new rebranded website that complied with current search engine optimization best practices that resulted in the conversion rate increasing more than 75% year over year.
- Identified and launched a new online paid media channel called Google Local Listings that became the second-lowest cost per acquisition lead provider within three months.
- Responsible for digital content creation for all DaBella's branches that resulted in the pages showing on the first page of Google search in under six months.
- Collaborated with Chief of Staff to coordinate DaBella's annual holiday party across six different markets while staying under budget by 15%.

Marketing Coordinator

- Executed the first-ever previous customer direct mail and email campaign through Mailchimp that resulted in over 100% return on investment.
- Led a company-wide comprehensive rebranding across all branches in the United States that included a launch event and communicating the new brand strategy within three months.

- Facilitated an internal contest that improved DaBella's brand image on review sources such as Home Advisor, Yelp, and Facebook by 30% within one month.

LifePro Financial Services | San Diego, CA

Apr. 2016 – Aug. 2017

Premier distributor of life, annuity, and long-term care-based insurance products service over 5,000 financial professionals nationwide.

Marketing Coordinator

- Improved LifePro's online educational webinars by rebranding it as a weekly series called "Money Script Monday" that resulted in the views being doubled.
- Implemented an email drip campaign for financial professional's prospects which included educational videos on life insurance that resulted in improved brand awareness and conversion rate.

Lytix | San Diego, CA

Jan. 2016 – Mar. 2016

A global driver risk management company designing driver safety programs used by commercial fleets.

Marketing Coordinator (via Suna)

- Coordinated the development of a mobile application for Lytx's conference that included features such as an interactive poll that drove a user engagement rate of 75%.
- Utilized spreadsheets to administer the logistics such as hotels and flight accommodations of over 250 conference attendees to assure that cost would not exceed allowed budget.
- Strengthen Lytx's marketing strategy by partnering with the management team to execute multiple video testimonials that would be utilized for future marketing purposes.

Outerwall (Parent company to ecoATM) | San Diego, CA

Apr. 2015 – Oct. 2015

The first company to create automated environmentally friendly self-serving kiosk systems distributing a variety of worldwide goods.

Marketing Associate

- Managed the release of an online user documentation that involved all departments resulting in ecoATM's brand aware increasing by 15%.
- Improved ecoATM's website domain authority by 20% through coordinating the site migration efforts.
- Pioneered ecoATM's mobile app notification feature that drove app installation up by an average of 5% each day.

Education

Master of Business Administration

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 Resource

- Digital Portfolio – kentha.com/portfolio
- Online Profile – kentha.com