



BUSINESS PORTFOLIO

KEVIN P. HA

CROSS-FUNCTIONAL MARKETER PASSIONATE ABOUT PEOPLE, PROCESSES, & STORYTELLING

Project Management	Waterfall & Agile Methodology, SDLC, Multi-disciplinary
Communications	Cross-functional, Cross-cultural
Creative (Adobe Suite)	Illustrator, InDesign, Lightroom, Photoshop, Premiere Pro
Visual Storytelling	Videos, GIFs, Graphics, Websites, Digital Ads
Collateral Development	White-papers, Newsletters, Presentations, Customer Stories
Video Production	Sizzles, Explainers, Feature Demo, Deep-Dives
Events Management	Demos, Feature Videos, Live & Pre-Record Integrations

PROJECT 001

FORMING & LEADING A CREATIVE BENCH

RESPONSIBILITIES

CONTENT STRATEGY
PROJECT MANAGEMENT
VENDOR MANAGEMENT
VISUAL STORYTELLING
RESOURCE ALLOCATION
BUDGET MANAGEMENT
PRODUCTION

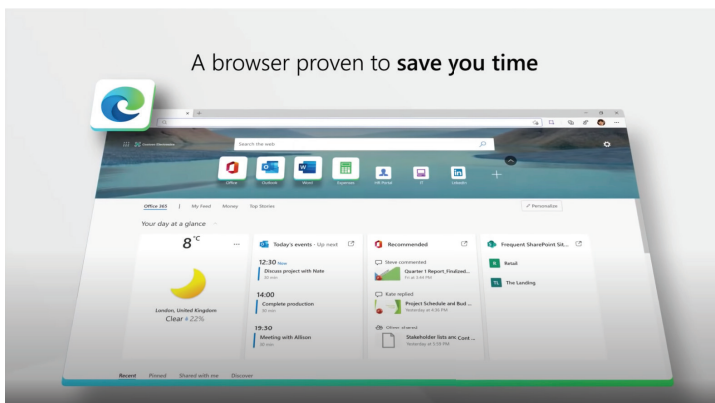
RESULTS

Up to 80% savings
Up to 2x faster delivery
3M+ views on YouTube
35+ videos produced
70+ digital assets
Nearly 24/7 WW content engine

DETAILS

Without a dedicated in-house content studio, we had to form a global production team and strategy to quickly deliver on assets ranging from our first set of LinkedIn Ad graphics to a series of feature videos for all-digital events. Driven by time and budget pressures, we explored Upwork (freelance services). What started as a la carte services, became a comprehensive creative bench ranging from graphic design, copy-editing, animation, video production, and other skills.

The team I sourced was built up of individuals from Thailand, Pakistan, Bangladesh, and coast-to-coast United States. This global team provides up to 80% cost savings, 2x faster delivery, and a nearly 24/7 content engine during key beats. I've led this team on productions driving 3M+ views and supported the majority of Microsoft Edge visual content including demos for Satya's Ignite 2020 keynote.



PROJECT 002

EDGE & BING CUSTOMER EVIDENCE PROGRAM

RESPONSIBILITIES

- PROGRAM MANAGEMENT
- COMMUNICATIONS
- VIDEO EDITING
- COPYWRITING
- BUDGET MANAGEMENT
- CUSTOMER INTERVIEWS
- LEAD TRACKING

RESULTS

- 1M+ views online
- Reinvigorated evidence program
- 100+ leads processed
- 10+ written customer case studies
- 4 customer story videos
- 2 Forrester Consulting Total Economic Impact Studies

DETAILS

Customer stories inspire us by highlighting the impact and best practices of people empowered by technological innovations. From legacy app compatibility, security features (such as SmartScreen or DLP), and workplace search - these stories showcase IT Pro roll-outs that drive enterprise productivity and security. One year after the public release of Microsoft Edge (and months into commercial deployments), the

Microsoft Edge GTM team relaunched the Edge evidence program. I led the lead tracking efforts and management of story production, including several assets across large multinational financial, healthcare, and EDU enterprise customers. Additionally, I managed the production of the Edge Total Economic Impact Study (TEI) and co-produced the Bing TEI and story assets.



MICROSOFT IGNITE CONTENT PRODUCTION

RESPONSIBILITIES

PROJECT MANAGEMENT
COMMUNICATIONS
VENDOR MANAGEMENT
POWERPOINT DESIGN
VIDEO PRODUCTION
BUDGET & PAID MEDIA

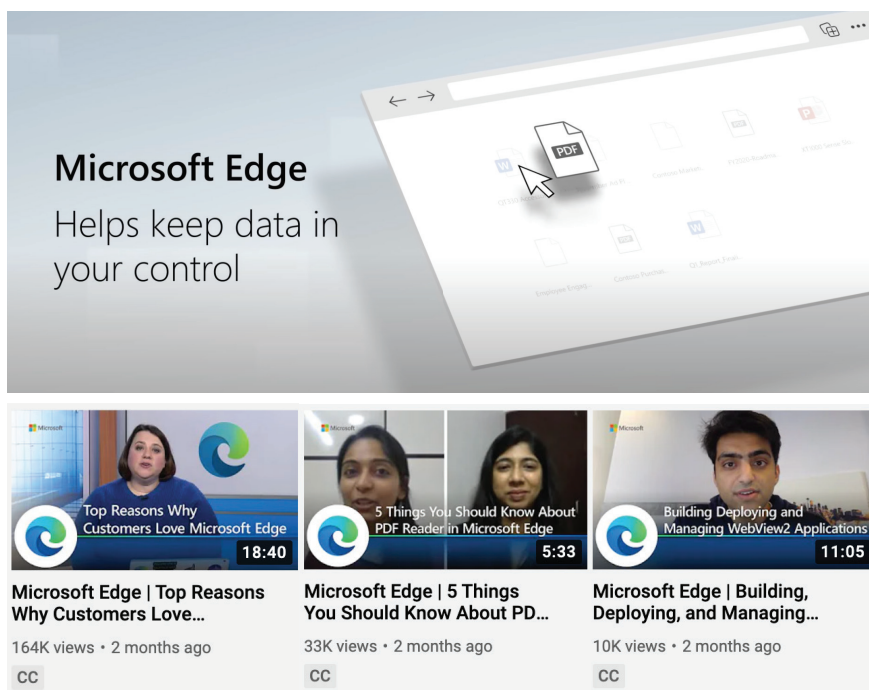
RESULTS

2M+ views online
Satya Keynote integration
20+ deep-dive videos produced
2 sizzle videos with 600K+ views
2 website updates

DETAILS

Driving content development at Microsoft Ignite Fall 2020 and Spring 2021, the leading 1st party Microsoft IT professional event. With an unprecedented shift to an all-digital 48-hour livestream, there was an increased need to drive online digital content for 210K+ attendees across the world. We handled this shift with net-new production partnerships across video record and post-production, design, and social teams.

With a background in video, design, and cross-functional communications I worked to streamline storytelling efforts and production queues across a nearly 24-hour global v-team. Digital assets produced included 2 GIFs for Satya's keynote (including Microsoft Edge Linux and DLP security highlights), 2 sizzle videos, and 20+ feature videos with one leading session receiving 100% satisfaction and 160K+ views.



SIZZLE VIDEO "BUILT FOR YOU"

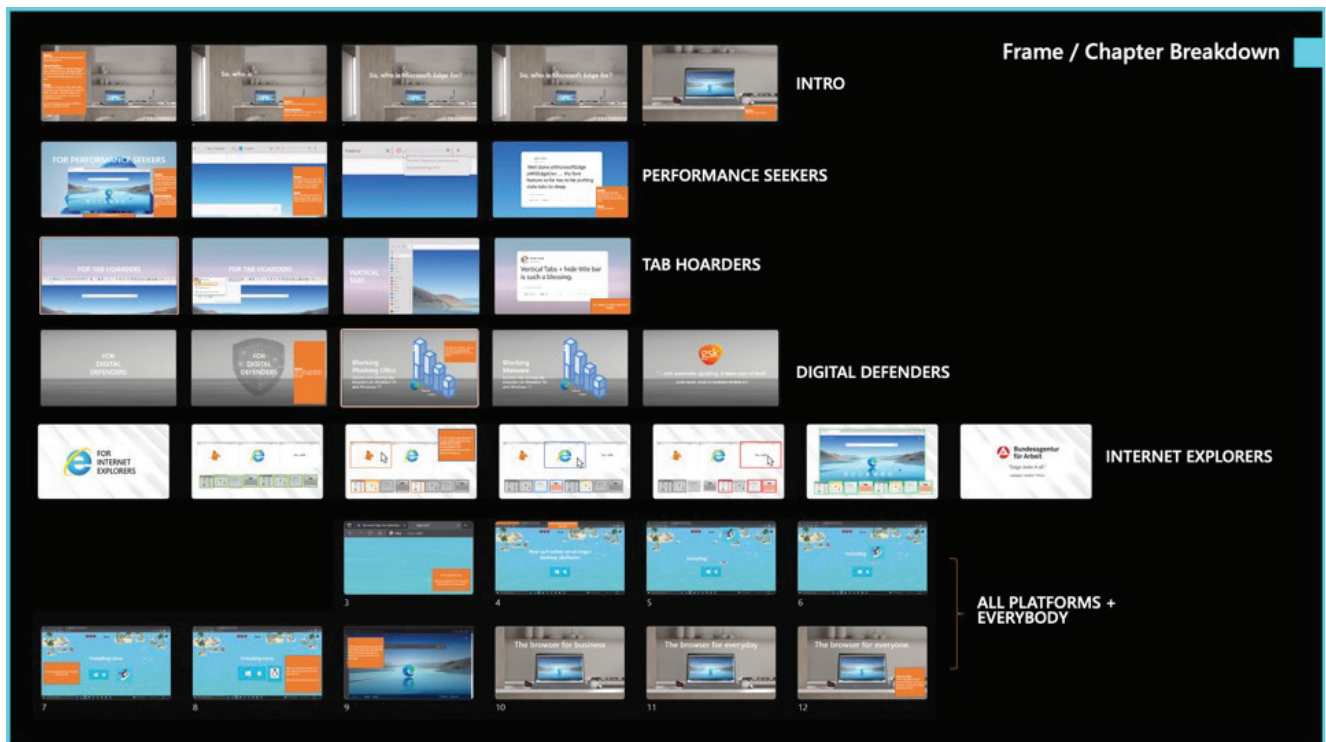
LEAD PRODUCER
CONTENT STRATEGY
STORYBOARDING
VISUAL STORYTELLING
RESOURCE ALLOCATION
COMMUNICATIONS

170K+ views online
~30% full retention
\$0.04 CPV
1st customer voice sizzle

DETAILS

Leading into Ignite 2021, we wanted to deliver a sizzle video that went beyond the product features and spoke to the customer voice and experience. This first of its kind commercial audience "customer voice" sizzle blended consumer and IT Pro "fan love" to deliver a voice to the personas that use Microsoft Edge . A challenge occurred a few weeks into the project - already on a tight timeline, the initial concept render wasn't working.

With a few weeks left of production, we made the difficult decision to bring in a different agency and rework the visuals. I developed the storyboard from the ground up, and with extensive experience with the current processes and agency, the production exported 15+ rapid iterations to deliver on this sizzle video built for everyone.



PRODUCT PREVIEW LAUNCH AT NRF

RESPONSIBILITIES

EVENTS LEAD (PRODUCT)
DEMO DEVELOPMENT
EVENT LOGISTICS
SIZZLE VIDEO PRODUCTION
WEB LAUNCH
SHOW FLOOR ENGAGEMENT

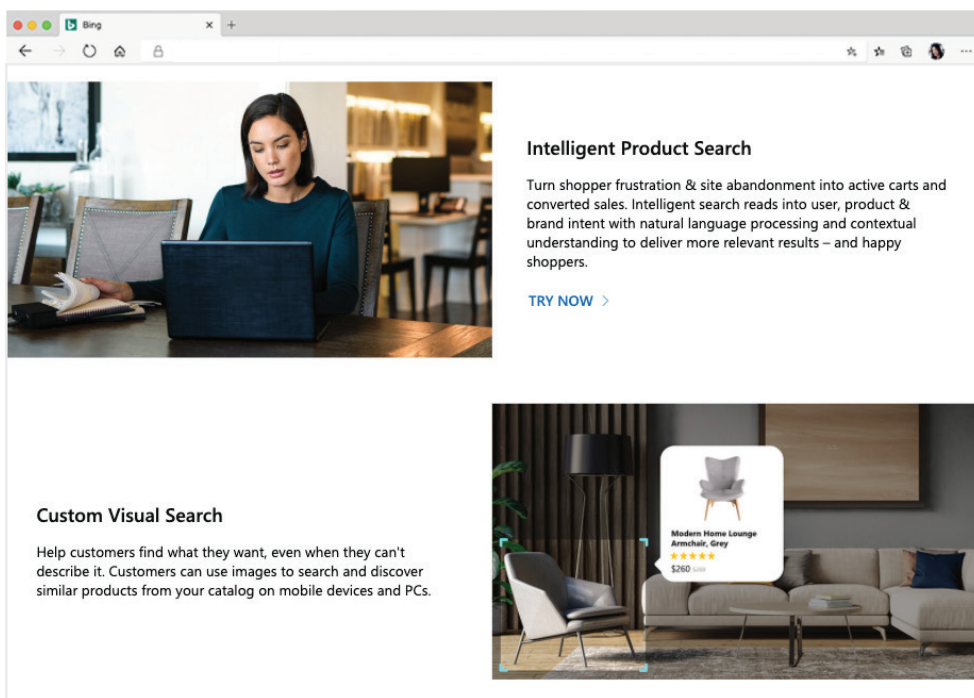
RESULTS

200+ leads captured
4,000+ attendees engaged
15+ customer deep dives
3 demos developed
1 sizzle video produced
Product website launched

DETAILS

The National Retail Federation (NRF) Expo is one of the largest retail events in New York. In 2020, we launched the preview program for Microsoft Bing for Commerce (MBC) - an intelligent search solution for e-commerce companies to handle visual and natural-language text queries. The launch included event integration logistics, a website launch, and a sizzle video to enable effective storytelling of the new search offering.

The comprehensive go-to-market planning and reveal at NRF resulted in hundreds of leads captured, with 4000+ attendees engaged and wowed by 3 show floor demos within the Microsoft retail experience hub. One customer shared: "Let's do a deep dive in two weeks ... We are a \$4B business and want to see how we can increase our revenue."



PROJECT 006

EXECUTIVE COMMS & PRESENTATIONS

RESPONSIBILITIES

PROJECT MANAGER
KEYNOTE DEVELOPER
DESIGN
VIDEOGRAPHER
EDITOR
COPYWRITING

RESULTS

25+ presentations
12+ events supported
10+ videos
#1 Ranked LATAM Summit Keynote
(2019)

DETAILS

Supporting the General Manager of Microsoft's Worldwide Channel & Device Marketing organization. Audiences for communications included internal teams (horizontal and vertical) as well as strategic partners. From keynote presentations, video sizzle reels, to newsletters, the role managed comprehensive communications strategy for the executive.

Presentation and collateral development required coordination between multiple lines of business and workstreams, and well as cross-functional communications with business program managers and design team. Supported the storytelling for organization programs totaling millions of USD. Additional technical support of content management systems and programs.

