

# KEVIN P. HA

KEVINPHA.COM  
HAKVINP@GMAIL.COM  
LINKEDIN.COM/IN/KEVINPHA  
425-623-3552

## WORK EXPERIENCE

**Product Marketing Manager, Microsoft** OCT 2019 – PRESENT

Visual storytelling and customer evidence for Web Experiences (Commercial Go-To-Market)  
Produced 40+ assets including customer stories + TEIs, web visuals, and feature videos  
Developed demos and content resulting in 2.5M+ views across event keynotes and sessions  
Led event integrations for NRF and MS Build, with content development for MS Ignite  
Launched preview of Bing for Commerce at NRF 2020: 200+ leads, 4000+ attendee impressions

**Communications Project Manager (Microsoft Contract), Synaxis Consulting** JUL 2018 – OCT 2019

Headed all facets of executive communications for General Manager of Channel Marketing  
Designed top-rated LATAM Summit 2019 Keynote which received 100% satisfaction rating  
Developed 50+ communication assets, newsletters, and presentations  
Produced worldwide keynote presentations shown to thousands of partners and customers

**Marketing Consultant (Microsoft Contract), RedCloud Consulting** JAN 2017 – JUL 2018

Coordinated 30+ Microsoft marketing teams for GDPR audit (21,000+ cookies)  
Execution of omnichannel branding campaign with \$100k budget  
Marketing strategy and implementation on over 10+ complex projects

**Marketing Associate (Freelance), MedShell Inc** JUN 2016 – DEC 2016

Engaged core online audience of 10,000+ through Facebook, Twitter, YouTube  
Performed comprehensive market analysis to reach target audience high of 21,000+

**Junior Project Manager (Internship), Carpool Agency** JAN 2013 – MAY 2016

Developed and tested 60+ Microsoft SharePoint team sites  
Improved operations by 20% between the Accounts and Developments teams

## EDUCATION

**Business Administration & Management Information Systems, University of Washington** JUN 2017

## SKILL SET

### MARKETING

Content Creation & Storytelling  
Event Integrations  
Customer Evidence Production  
Digital Media / Advertising  
Product Marketing

### PROJECT MANAGEMENT

Strategic Planning  
Agile Delivery Method  
Cross-functional Communications  
Vendor Management  
Leadership

### DESIGN

Adobe CC (Ai, Id, Pr, Ps, Lr)  
Photo & Video Editing  
Video Production  
Keynote Development  
Web Development (HTML, CSS)