Tomas Tai Pham

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PROFILE

Digital Marketing Associate specializing in paid social strategy, performance marketing, content/SEO, and AI-assisted reporting. Experienced managing $20K–$30K+ in monthly Meta advertising spend, building Google Search campaigns, and running WordPress SEO content, organic social, and Google Business Profiles across multi-brand, multi-location organizations — including 4 regional roofing brands and 200+ franchise locations — using testing, attribution data, and creative iteration to scale lead generation and brand visibility.

EXPERIENCE

Digital Marketing Associate, Alta Peak Holdings, Salt Lake City, UT *Feb 2026 - Sep 2026*

- Built and launched Meta ad accounts from scratch for 4 roofing brands (~13 locations), then managed $20K–$30K in monthly spend ($100K+ cumulative, 7.4M+ impressions) across weather-driven markets.
- Drove 2,600+ tracked phone calls (blended ~$38 cost per tracked call) through evergreen lead-generation and seasonal/storm-response campaigns (hail, monsoon, weather-driven) plus limited-time promotions, testing objectives, audiences, budgets, and creative.
- Built and launched Google Search Ads campaigns for 4 brands — keyword selection, negative keywords, ad copy, budgets, location targeting, and conversion tracking with Looker Studio reporting.
- Evaluated performance by market using Meta Ads Manager and ServiceTitan data (cost per tracked call ranged ~$29–$100 across brands) in an imperfect-attribution environment, testing Yelp and Nextdoor to guide budget allocation.
- Built and centralized digital marketing operations from scratch — content, SEO, paid social, and local presence across 4 WordPress websites, ~13 Google Business Profiles, and 4 Facebook/Instagram accounts.
- Conducted SEO keyword research (Mangools) and maintained a weekly cadence of ~2 project/case-study pieces and 1 SEO-focused article per website, plus recurring organic social scheduled in Buffer.
- Designed paid- and organic-social creative and print/direct-mail collateral (postcards, door hangers, brochures, yard signs) in Adobe Illustrator across 4 brand identities, coordinating $10,000+ in direct-mail production.
- Built Make.com and AI-assisted (Claude) automation workflows, projected to cut a recurring weekly process from up to 8 hours to 1–2.

Marketing Coordinator, Teriyaki Madness, Denver, CO *Feb 2025 - Feb 2026*

- Led paid Meta campaigns for 46 franchise grand openings and anniversary promotions, managing ~$1.3K per-opening budgets and delivering 281K impressions and 8.8K clicks per opening, alongside efficient ~$200 anniversary campaigns generating ~40K impressions per location.
- Managed organic and paid social content across 200+ franchise Facebook and Instagram pages, driving 25% follower growth and 5.9M+ impressions across local markets.
- Supported corporate social channels averaging ~9M monthly impressions, contributing to engagement rate growth from 0.8% to 2.3%.
- Created and localized social creative, captions, and promotional messaging for franchise grand openings and anniversary campaigns across Meta platforms.
- Executed and optimized paid social campaigns for grand openings and anniversaries to amplify reach and engagement of promotional content.
- Supported agency-run Meta + Google Search campaigns with creative assets, store-specific headlines, and ad captions for 40+ openings.
- Developed performance reports and visualizations using Copilot and POS data, and managed Google Business Profiles and WordPress SEO content using Google Analytics insights.

Content Strategist and Editor (Freelance) at Newcomer Sports, Longmont, CO *Oct 2023 - Present*

- Designed and executed content strategies targeting Gen Z, boosting audience retention and engagement by 30%.
- Handle end-to-end video production — shoot setup, filming, and editing — for short-form content across YouTube, TikTok, and Instagram, including timely, trend-reactive pieces covering breaking NBA and sports news.
- Content regularly airs on House of Highlights' Instagram, TikTok, and YouTube Shorts channels, with recent posts generating 18M+ combined views (6.3M Instagram, 10.1M across two TikTok videos, 1.5M YouTube Shorts).
- Created promotional content for Creator League (House of Highlights), achieving 250K+ engagements and increasing event visibility and community participation.

EDUCATION

Bachelor of Science, University of Colorado Boulder, Boulder, CO *Aug 2020 - May 2024*

Major: Strategic Communications (Advertising) | Minors: Sports Media

SKILLS

Technical & Programs: Meta Ads Manager, Meta Business Suite, Google Ads (Search & Display), Looker Studio, Google Analytics, WordPress, Mangools, SEO Optimization (Keyword Research & On-Page), Google Business Profile, Buffer, Metricool, Sprout Social, SOCi, Adobe Illustrator, Adobe Premiere Pro, CapCut, Canva, ServiceTitan, Punchh, Make.com, Microsoft Copilot, Claude/AI-Assisted Workflows, Sigma, Tableau, Revel POS, Campaign Reporting & Automation

Certifications: Google Search Ads, Google Display Ads, Google Analytics

Interests: Jazz Guitar, Basketball, NBA, Fitness, Barbering