



# HA NGAN HOANG BEAVERS

## AMA Professional Certified Marketer®

**Address:** 3066 E.Sunset St, Springfield, MO, 65804

**Phone:** (+1) 417-631-7214

**Email:** hahoangngan1710@gmail.com

**LinkedIn:** <https://www.linkedin.com/in/ha-hoang-beavers-5a1621133/>

**Website:** <https://hahoangbeavers.com/>

**AMA Professional Certified Marketer®** with over 6 years of expertise in a broad range of marketing disciplines—including digital, inbound, & account-based marketing—as well as analytics, SEM (including SEO & PPC), graphic design, & CRM. Accomplished videographer with over 10 years of experience in directing, screenwriting, & editing, specializing in compelling visual storytelling. Skilled copywriter with 4 years of proficiency in SEO, B2B technical writing, & creative content development. Proficient in crafting effective communication strategies & enhancing community relations, perfectly positioned to advance the utility's outreach & community initiatives.

### Education & Certification

#### **Missouri State University**

**(2022-2023)**

Master of Business Administration with  
an emphasis in Marketing

GPA: 3.93

#### **Missouri State University**

**(2017-2020)**

Bachelor of Science

Digital Film and TV Production major &  
Mass Media minor

GPA: 3.75

#### **American Marketing Association**

AMA Professional Certified Marketer®

#### **Digital Marketing Institute**

Certified Digital Marketing  
Professional®

### Experience

#### **Product Line Marketing Specialist, Paul Mueller Company, Springfield,**

**Missouri, USA (10/2023 - Present)**

- Spearhead marketing projects across departments, serving as the primary liaison to ensure seamless communication & alignment of project scopes with business objectives.
- Orchestrate trade show planning & execution, including vendor negotiations & promotional item selections, enhancing brand presence & engagement.
- Lead cross-functional teams in developing strategic marketing initiatives, aligning product lines with business goals to drive growth & market penetration.
- Collaborate with business units to craft compelling value propositions & business models, leveraging market assessments, industry trends, & competitive analysis to enhance competitiveness & marketing effectiveness.
- Coordinate marketing content creation across departments, aligning with consumer insights to optimize SEO & enhance user experience.
- Develop & manage digital advertising campaigns, focusing on maximizing ROI, improving brand awareness, lead generation, & conversion rates.
- Analyze campaign performance & generate detailed reports to guide data-driven marketing decisions, consistently enhancing campaign effectiveness.
- Play a key role in community engagement through social media campaigns aimed at recruitment, boosting company visibility & attracting top talents.

#### **Marketing Coordinator/Supervisor, NewStream Enterprises, LLC, Springfield,**

**Missouri, USA (8/2020 - 10/2023)**

- Managed & mentored a dynamic marketing team to achieve operational excellence & strategic goal achievement.
- Coordinated with external agencies & vendors to develop & implement marketing initiatives, aligning with KPIs to optimize outcomes & drive engagement.
- Led the coordination & execution of SRC Pro Am, including website development, registration system creation, vendor management, and cross-company collaboration, contributing to nearly \$19.4 million raised for children's charities through the Price Cutter Charity Championship.
- Directed marketing campaigns & projects from concept to execution, ensuring efficient budget management & optimization for maximum impact & visibility.
- Managed CRM & digital marketing tools to optimize SEO & enhance brand visibility, dramatically improving conversion rates.
- Utilized data analytics to refine digital strategies, doubling MQLs & tripling SQLs, demonstrating leadership in digital marketing effectiveness.

### Skills:

Inbound Marketing  
Demand Generation  
Account-Based Marketing (ABM)  
Search Engine Marketing (SEO & PPC)  
Content Management System (CMS)  
Marketing Analytics  
Customer Relationship Management (CRM)  
Social Media Marketing  
Graphic Design  
Go-to-market (GTM) Strategy  
Communication & Public Relations  
Event Planning & Project Management  
Negotiation  
Leadership

## Expertise

### **Digital Marketing & Management Systems**

HubSpot  
WordPress  
Google Analytics  
Google Ads  
Google Search Console  
Google Workspace  
SEMRush  
Meta (Facebook & Instagram), LinkedIn, & Twitter/X

### **Adobe Creative**

Photoshop, Express, & Light Room  
Illustrator  
InDesign  
XD  
Premiere  
Audition

### **Microsoft Office Suite**

Word  
Excel  
PowerPoint

### **Others**

Keynote  
Celtx  
Canva  
RStudio, SPSS, & JASP

## References:

### **1. PRESLEY PARISH**

**Company:** CNH Industrial  
**Title:** Regional Marketing Manager  
**Email:** Presley.parish@caseih.com  
**Phone:** 417-496-2343

### **2. SARA KADERLY**

**Company:** NewStream Enterprises, LLC  
**Title:** Senior Marketing Manager  
**Email:** skaderly@nsekits.com  
**Phone:** 417-268-5936

### **3. NICK ALTRUP:**

**Company:** 417 Marketing  
**Title:** CEO/Owner  
**Email:** Nick@417marketing.com  
**Phone:** 417-693-2350

## Experience

### **Marketing Coordinator/Supervisor, NewStream Enterprises, LLC, Springfield, Missouri, USA (8/2020 - 10/2023) (Continued)**

- Achieved remarkable website growth, marked by a 1.3K% increase in traffic, a 410% rise in event interactions, a 465K% surge in conversions, a 1.3K% uptick in user engagement, & a 4.6% click-through rate that surpassed industry standards.

### **Field Producer, Assistant Editor, & Audio Operator, A Vietnam Peace Story Documentary, Carbon Trace Production of Missouri State University (1/2019 - 1/2022)**

- Managed all production logistics, enhancing fundraising efforts & streamlining communication channels for a major documentary project.
- Spearheaded public relations & marketing material distribution, significantly boosting project visibility & engagement.

### **Marketing Intern, CNH Industrial Reman, Springfield, Missouri, USA (5/2019 - 8/2019; 5/2020 - 8/2020)**

- Designed company website layout & produced multimedia content, enhancing online presence & user engagement.
- Supported comprehensive SEO & social media marketing efforts to increase brand visibility & digital engagement.
- Created & distributed multimedia products, increasing digital content reach & audience engagement.
- Expanded company partnerships through strategic marketing initiatives & enhanced communication strategies.
- Developed a new email profile picture system to streamline corporate identity & improve internal communications.
- Managed a customer appreciation mailing project, designing postcards that boosted customer relations & sales representative support.

### **Marketing/Product Manager, Graphic Designer, & Co-founder, C2L Sport Clothing Store, Hanoi, Vietnam (1/2014 - 8/2016)**

- Led market launch of innovative sportswear lines, achieving a 10% increase in profit margins through targeted consumer research & effective GTM strategies.
- Directed product design & marketing campaigns, managing vendor relations & event coordination to enhance brand presence.

### **Multimedia & Video Production Team Leader, Enactus Vietnam, National Economics University, Hanoi, Vietnam (8/2013 - 8/2016)**

- Directed multimedia campaigns & video production for college events, significantly enhancing event attendance & fundraising outcomes.
- Developed & maintained strong relationships with community groups & nonprofit organizations, supporting numerous public relations & community betterment projects.

### **Marketing and Communications Assistant, National Economics University, Hanoi, Vietnam (1/2015 - 12/2015)**

- Produced promotional content & managed key university events, effectively improving community engagement & internal communications.