

Ha Hoang Beavers

AMA Professional Certified Marketer® | Certified Digital Marketing Professional® | B2B Marketing Leader | Brand Strategist | Storyteller & Videographer

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PROFESSIONAL SUMMARY

Data-driven B2B marketing leader with 9 years of expertise spanning integrated campaign strategy, demand generation, brand building, and marketing leadership across industrial, manufacturing, and technology sectors. Proven track record building marketing functions from the ground up, driving measurable pipeline growth, and aligning marketing strategy with executive business objectives. Skilled at translating complex technical capabilities into compelling value propositions – across both B2B industrial environments and premium consumer brands. Accomplished videographer, screenwriter, and storyteller with 10+ years of creative production experience. Hands-on proficiency in Salesforce, Pardot, HubSpot, SEMrush, and Google Analytics. AMA Professional Certified Marketer® & Certified Digital Marketing Professional®.

PROFESSIONAL EXPERIENCE

Marketing Manager | American Products (AMPROD, American Products & DustShield)

November 2025 – Present, Strafford, MO

- Partner directly with General Manager, VP of Sales, National Account Director, & Regional Sales Directors to develop annual marketing plans, manage budgets, & translate corporate growth targets into actionable marketing programs.
- Own and evolve corporate brand strategy across three brands – including website development, content calendar management, paid media, social media, and enterprise-level marketing materials – positioning each brand as a trusted industry advisor.
- Lead & develop strategic planning to define buyer's journey & revise ICPs and personas in collaboration with internal Sales & Marketing team and external agency, ensuring campaigns target the right audiences with the right messaging at every funnel stage.
- Collaborate with Sales to develop ABM strategies for key accounts, aligning account-specific campaigns with pipeline priorities and buyer intent signals to accelerate conversion.
- Lead AI & digital innovation initiatives including AI chatbot deployment, LLM-ready sitemaps, & structured data expansion to strengthen digital performance & long-term search competitiveness.
- Establish & monitor KPIs across all campaigns & channels; deliver data-driven insights & funnel optimization recommendations to executive leadership to identify pipeline trends & growth opportunities.
- Drove Q1 2026 web quote pipeline to 150 quotes totaling \$4.60M in value – a 2.7% increase in quote volume & 3.2% increase in quote value vs. prior period, with March delivering \$1.59M (+11.4% MoM).
- Own national trade show strategy end-to-end for TechAdvantage, SCTE TechExpo, Fiber Connect, & Data Center World – encompassing booth experience, messaging, logistics, lead-capture workflows, & post-show pipeline follow-up to maximize ROI.
- Produce and direct all brand video content and visual storytelling, leveraging 10+ years of videography, screenwriting, and directing experience to create compelling multimedia assets.

Marketing Specialist & Head of Marketing | American Products & DustShield

June 2024 – November 2025, Strafford, MO

- Built the marketing function from scratch for two brands – independently owning strategy, digital execution, agency management, content creation, and sales enablement.
- Led full corporate website transformation in 5 months – coordinating external agency and internal teams; achieved 22.9% increase in average estimated conversion value, 20.5% boost in web quote volume, & 10.7% increase in web quote value.
- Rebuilt & optimized Google Ads strategy using Salesforce data, SEMrush, & Google Keyword Planner – restructuring campaigns and launching product-focused initiatives for Outdoor Enclosures, WIC Shelters, & Fiber Optics to significantly improve ROI.

- Secured media placements across trade publications and digital outlets, strengthening brand credibility and positioning across target markets.
- Modernized trade publication strategy by transitioning from print to digital media, reducing annual spend by over \$25K while maintaining brand visibility & lead generation results.
- Strengthened Sales & Marketing alignment by improving communication cadences with Regional Sales Directors, National Accounts Director & educating teams on marketing's role in demand generation & pipeline contribution.

Product Line Marketing Specialist | Paul Mueller Company

October 2023 – June 2024, Springfield, MO

- Spearheaded cross-functional marketing projects across multiple industrial product lines, serving as the primary liaison between marketing, sales, and product teams to align programs with business objectives.
- Developed and managed multi-channel digital advertising campaigns focused on maximizing ROI, generating qualified leads, & improving funnel conversion rates across multiple product lines.
- Crafted compelling value propositions and segment-specific messaging using market assessments, competitive intelligence, and customer insights.
- Coordinated trade show planning and execution including vendor negotiations, promotional materials, and lead-capture strategies.

Marketing Coordinator & Supervisor | NewStream Enterprises

August 2020 – October 2023, Springfield, MO

- Managed and mentored a dynamic marketing team, coordinating with external agencies and vendors to develop and execute integrated marketing initiatives aligned to KPIs.
- Collaborated with Sales to develop buyer's journey maps, ICPs, personas, & ABM strategies, strengthening Sales & Marketing alignment and improving lead qualification across the full funnel.
- Leveraged HubSpot to optimize demand generation programs – doubling MQLs and tripling SQLs through targeted segmentation, lead scoring, and automated nurture workflows.
- Achieved 1,300% increase in website traffic, 410% rise in event interactions, 465% surge in conversions, & a 4.6% click-through rate surpassing industry benchmarks.
- Led coordination of SRC Pro Am – managing website development, registration system, & vendor management – contributing to nearly \$20M raised for children's charities.

Field Producer, Assistant Editor & Interpreter | Carbon Trace Productions

January 2019 – 2021, Springfield, MO

- Managed end-to-end production for documentary and branded video projects – overseeing logistics, on-location filming, audio recording, post-production editing, and multimedia distribution.

Summer Marketing Intern | CNH Industrial Reman

May 2019 – August 2019 & May 2020 – August 2020, Springfield, MO

- Supported SEO, social media, & digital campaign strategies while revamping the company website – enhancing online brand presence, user experience, & driving measurable improvements in engagement metrics for a global industrial manufacturing brand.

EDUCATION

Master of Business Administration (MBA) – Marketing Management

Missouri State University, Springfield, MO, January 2022 – December 2023

Bachelor of Science – Digital Film & Television Production

Missouri State University, Springfield, MO, January 2017 – December 2020

Bachelor's Degree – Marketing Management

National Economics University, Hanoi, Vietnam, August 2013 – August 2016

CERTIFICATIONS

AMA Professional Certified Marketer® (PCM) | Certified Digital Marketing Professional® (CDMP)

AWARDS & RECOGNITION

- Best Screenwriter – Short Film "Suicide"
- Director & Screenwriter – Short Film "7 A.M."
- Ford Foundation Scholarship – Filmmaking Course
- Transferred International Student Scholarship | International Student Scholarship

CORE COMPETENCIES & TECHNOLOGY

Marketing Strategy: Integrated Marketing, Brand Strategy, Demand Generation, ABM, Buyer's Journey & ICP Development, Go-to-Market Planning, B2B Marketing

Digital Marketing: SEO/SEM, Google Ads, PPC, Content Marketing, Email Marketing, Social Media, Paid Media, Landing Page Optimization, Conversion Optimization

Marketing Technology: Salesforce, Pardot, HubSpot, Google Analytics, SEMrush, Google Ads, Google Keyword Planner, Looker Studio, CRM Management

Analytics & Reporting: KPI Development, Multi-Touch Attribution, MQL-to-SQL Reporting, Pipeline Attribution, A/B Testing, Executive Dashboards, Looker Studio

Leadership & Management: Team Management & Mentorship, Agency & Vendor Management, Budget Management, Cross-Functional Collaboration, Project Management

Content & Creative: Copywriting, Technical B2B Writing, Videography, Screenwriting, Directing, Graphic Design, Sales Enablement Content, PR & Media Placements

Events: National Trade Show Strategy, Event Execution, Booth Experience, Lead Capture Workflows, Sales Enablement

Languages: English (Full Professional) | Vietnamese (Native/Bilingual)