

REX PHAM

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EDUCATION

NEW YORK UNIVERSITY, MBA, Marketing, Entrepreneurship & Innovation 2014
UNIVERSITY OF CALIFORNIA-DAVIS, BS, Managerial Economics 2007

EXPERIENCE

STARRY INTERNET, Los Angeles, CA 2018- Present

Director of Marketing

- Architected marketing roadmap for early stage start-up, setting brand positioning, customer engagement, and subscriber acquisition goals; surpassed \$1 million revenue in first year of operations
- Analyzed performance data to uncover new growth opportunities across online and offline channels; initiated test and learn programs that grew subscribers by 25% each quarter
- Created dashboards and models that forecasted marketing impact on different customer segments; derived actionable insights to reform strategies and lower CAC
- Aligned with cross-functional stakeholders to communicate best practices, share results, and scale solutions; presented regularly to senior leadership on key metrics
- Hired and coached a team of 4 marketers; inspired a results-oriented culture that pushed LA to become fastest growing market in the company

UBER, Los Angeles, CA 2016-2018

Marketing Manager

- Led SoCal Uber Eats marketing team during early growth phase; established user acquisition and retention framework that helped produce \$2 million in weekly revenue
- Oversaw integrated promotions across email, mobile, paid media, social media, affiliate, and OOH; provided creative direction to ensure campaigns aligned with brand strategy
- Synthesized findings from A/B tests into lifecycle strategy that optimized email performance by 150%; created CRM campaigns to cross-sell, win-back, and retain high value user segments
- Examined analytics to identify weaknesses in customer's in-app journey; partnered with Product team to improve purchase funnel, lifting conversion by 5%
- Directed paid social media ads that engaged over 300,000 consumers; led audience targeting, content creation, and metric measurement to ensure ROI against spend
- Cultivated entertainment partnerships (i.e. Google, ESPN, Disney) that amplified awareness and reach with new audiences; sold through strategies and coordinated creative execution between teams

SHOWTIME NETWORKS, New York, NY 2015-2016

Marketing Manager

- Managed partner relationships with Apple, Amazon, Google, and Roku to launch digital campaigns that drove subscription growth for new streaming TV service and viewership for programming
- Collaborated with Product team to establish tracking and attribution methods to measure campaign performance
- Implemented first customer segmentation and A/B testing plan for display ads; applied data to increase acquisition by 4% through targeted messaging, promos, and creative
- Developed briefs for creative team and external agencies to produce branded assets; supervised multiple deliverables simultaneously to ensure timely campaign execution

TIME INC., New York, NY 2014-2015

Associate Marketing Manager

- Spearheaded subscriber acquisition strategies for Sports Illustrated, GOLF Magazine, and SI for Kids that generated over \$1.3 million in revenue
- Improved email conversion by 10%; deployed A/B and multivariate tests that targeted over 20 million customers, leveraging insights to optimize personalization, promotions, and audience segmentation
- Maintained \$2 million budget with accountability for performance against organizational goals

WESTFIELD, Los Angeles, CA 2010-2012

Accountant

- Managed integrity of multimillion-dollar budgets and P&Ls; reconciled financial data and presented profit driving recommendations to senior leadership

Additional Skills: Excel, PowerPoint, ExactTarget, Google Ads, SQL, Looker, HTML, Photoshop, Salesforce