

# LENA PHAM

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## Education

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Georgia State University, J. Mack Robinson College of Business | Atlanta, GA | **B.B.A.**, Marketing Major

- *GPA: 3.2*
- *Dean's list: 2021-2022*
- *Hope Scholarship*
- *Full time student working 30+ hours per week*

## Key Skills

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- Digital marketing
- Team collaboration
- Marketing communications
- Wix | Canva | Wordpress
- Brand Positioning Grids/Journey Mapping
- Campaign development experience
- Social media management
- Microsoft Office
- Strategy Formation
- Strategic Argument Development

## Experience

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### Grady Hospital

#### Marketing Development Intern

January 2021 - Present

Developed messaging, product, social and promotional plans for Grady Hospital Foundation. Presenting strategic recommendations to Grady Foundation President, Joselyn Baker and her executive Team. Grady is the 5th largest hospital system in the country and the largest hospital in the state of Georgia.

### 404Bartending

#### Social Media Manager & Content Creator

November 2021 - Present

Monitored website and social media traffic  
Maximize engagement & Curated content for social media platforms

### Buckhead Life Group Restaurants | Atlanta Fish Market

March 2020 – Present

#### Bartender

Managed bar area, cocktail design and menu and handled inventory, regulation compliance and customer relationships Advertised, marketed, and recommended drink options to guests.

### The Mill Kitchen & Bar | Roswell, Ga

October 2016 – 2020

#### Banquet Server

Developed individuals' special days with expert service for events such as weddings and birthday parties. Set up and manned special service stations dispensing beverages and other items to banquets guests.

## Websites, Portfolios, Profiles

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[lenapham123.wordpress.com](http://lenapham123.wordpress.com) [404bartending.com](http://404bartending.com) [Sabinegousse.com](http://Sabinegousse.com)