

Anhtuan David Hong | Brand & Creative Manager

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Passionate and experienced Brand & Creative Designer with a proven track record of creating compelling and impactful visual content. Eager to bring over 5 years of relevant work experience, a strong foundation in illustration principles, and a collaborative mindset to contribute to a dynamic team.

Portfolio: <https://anhtuanhong.me>

Professional Experience

Manager, Brand & Creative | December 2020 – Present

M6 Football Fit | Walnut Creek, California

- Collaborate with 4+ NFL stakeholders and cross-functional teams to brand and launch local go-to-market campaigns, leveraging traditional & digital marketing
- Led a team of 5+ creative/marketing team members and external vendors, consistently meeting tight deadlines and increasing workflow efficiencies
- Analyze and optimize digital ads and promotions through Google Tag Manager, Google Analytics, and CRMs, leveraging web traffic data to drive user experience improvements and increase conversion rates by 24%
- Develop and implement a full calendar of short and long-term promotional strategies, increasing member and prospect open rates by 30%
- Continuously develop and brand design systems to ensure cohesive branding across all digital and print promotional assets
- Develop presentations for internal and external meetings, presenting marketing materials to internal teams throughout the year

Senior Brand Designer | December 2018 – December 2020

M6 Football Fit | Walnut Creek, California

- Produce all marketing assets for 3 NFL branded fitness clubs, ranging from digital to traditional media as well as environmental and event designs
- Act at liaison between in-market staff, leadership and NFL stakeholders to ensure all projects and campaigns are executed according to marketing plans
- Led the design initiatives, focusing on creating visually appealing and informative email campaigns, newsletters, and other content for both members and prospects
- Adobe Creative Suite (InDesign, Photoshop, Illustrator) to design and implement brand experiences across digital, print, and video landscapes.

Web Product Manager & Developer | September 2016 - December 2018

Maintenance Connection, an Accruent Company | Davis, California

- Streamlined B2B WordPress website by creating a new customized, modular PHP/JavaScript-based front-end theme system managed from a CMS back-end web platform, optimizing organic search traffic and decreasing load times by 33%
- New late sales cycle online cost-savings calculator product that maximized value, gathering useful prospect engagements and increased lead acquisitions by 42%
- Collaborated with stakeholders that enhanced digital advertising and marketing campaigns utilizing SCRUM framework to identify and target prospect segments, implementing new landing pages that increased conversion by 13%
- Boosted additional business opportunities by building and automating a structured marketing sourcing strategy through Salesforce/Pardot CRM and Google Analytics to significantly improve prospect tracking throughout the sales cycle

Web Developer – Product Marketing | July 2013 - August 2016

Home Care Assistance | Palo Alto, California

- Trained 100+ franchisees and marketing stakeholders on the website strategic initiatives that once adopted by these teams increased traffic by 24% and conversions by 17% through www.homecareassistance.com
- Managed WordPress CMS multi-site environment by creating and customizing themes and pages for corporate and franchise owners, significantly improving search engine optimization and user interface

Account Manager/Web Developer | February 2010 – June 2013

Vino Cartel Digital Media | Napa, California

- Develop presence for wine importers to showcase their multiple winery offerings
- Design and develop online ordering system for Karascupcakes.com to deliver online orders to several physical bakeries across the Bay Area

Project Engineer | July 2007 – January 2010

Ashley & Vance Engineering | Atascadero, California

- Design and calculate structural systems for lightweight structures, creating construction documents for approval through city and county permitting
- Manage RFI requests, working with sub-contractors during construction to ensure structural integrity and on-time project completion

Core Competencies & Technical Skills

Project Management, Cross-functional Collaboration, Vendor & Agency Management, Brand Development, Marketing Strategy, Retail Promotion, Data Analytics, Social Media, Art Direction, Process Improvement, Leadership, Business Development

PHP, UX/UI, Adobe Suite, Microsoft Office Suite, Salesforce, Canva, Tableau, Google Analytics, Google Cloud, Amazon AWS, MYSQL, Javascript, WordPress, React, Pardot, AutoCAD, Google Suite, HTML/CSS

Education & Certifications

Bachelor of Science in Architectural Engineering | California Polytechnic State University

Associates of Science in Computer Science | Foothill College

California Professional Engineer | #75906