



# PHILLIP HUA-PHAM

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**Portfolio:** [www.philhuapham.com/work](http://www.philhuapham.com/work) | **LinkedIn:** [www.linkedin.com/in/Phillip-Hua-Pham](http://www.linkedin.com/in/Phillip-Hua-Pham)

## BRAND OPERATIONS DIRECTOR

Experiential Marketing | Event Producer | Brand Development | Creative Strategy | Media Management

### WORK EXPERIENCE

#### Brand Operations Director

Nov. 2022 – Oct. 2023

*MAINSRING | Denver, CO*

Managed diverse brand portfolio at Mainspring, overseeing coffee shops, cocktail bars, and commercial properties. Orchestrated events, restructured programs for revenue growth, and cultivated valuable B2B relationships. Demonstrated operational management with secured media placements, developed retail products, and maintained cohesive brand presence.

#### Highlights:

- Crafted 30+ end-to-end experiential events, contributing to a \$60k revenue increase with a 49% profit margin.
- Developed 15+ retail products, surpassing revenue expectations with a 285% increase and achieving a 175% revenue boost compared to 2019, overseeing full product life cycle and strategic partnerships.
- Established 30+ B2B relationships in real estate, hospitality, and PR marketing sectors, driving revenue and engagement for Mainspring brands.
- Overhauled brand guidelines and operational procedures for brand identity, adapting to market demands, and spearheading creative development for new concepts.
- Managed 8 brands' digital channels, ensuring a cohesive presence on business pages, websites, and social accounts. Secured 25+ media placements in publications like Forbes and Sunset Magazine.
- Assumed the role of operating General Manager, providing support across various functions to sustain seamless business operations and achieve specified goals.

#### Brand Experience Manager

Jun. 2021 – Nov. 2022

*MAINSRING | Denver, CO*

Crafted impactful brand experiences through innovative strategies across product development, event programming, and media relations. Proficiently managed diverse digital platforms, orchestrated engaging events, and ensured experiential brand placement.

#### Highlights:

- Managed end-to-end execution of 35+ events, achieving a \$75k revenue with a 41% profit margin.
- Oversaw all digital channels, business pages, websites, and social accounts, managing 8 social media managers. Achieved a notable 49% increase in followers and a 130% boost in engagement for F&B operating brands.
- Executed comprehensive brand development assets for Mainspring brands, enhancing brand placement and touchpoints through impactful digital and physical collateral.
- Managed 8 brands' digital channels, ensuring a cohesive presence on business pages, websites, and social accounts.



## WORK EXPERIENCE

### Culinary Event Coordinator

Apr. 2019 – Aug. 2019

*Slow Food USA | Denver, CO*

Elevated culinary events through strategic planning and coordination, optimizing production efficiency for diverse programs and managing a high-profile 500-guest finale event.

#### Highlights:

- Optimized production through spatial diagramming, inventory checklist, daily operations planning, and extensive run of shows for 20+ programs.
- Developed and monitored setup and breakdown for extensive programs for tasting rooms, kitchen demos, off-site experiences, and culinary workshops for 30+ chefs and key talent for a 5-day festival period.
- Established transparent communication channels to onboard talent effectively, addressing all pre-event, during-event, and post-event needs to ensure their satisfaction.
- Managed coordination of the finale event, Zero Waste Family Supper, for 500 guests with a service staff of 30+ chefs, 30+ volunteers, and 15 internal staff members.

### Operations Manager

Aug. 2016 – Aug. 2018

*Mondo Food | Denver, CO*

Managed a \$1 million e-commerce revenue stream, overseeing operations, logistics, and vendor relationships for Mondo Food, Mondo Projects, and Mondo Market. Implemented standardized procedures for compliance across two locations.

#### Highlights:

- Managed and operated a \$1 million revenue stream through e-commerce platforms: Amazon, Walmart, Jet.
- Supervised day-to-day operations and logistics for inbound and outbound shipment loads, coordinating with multiple freight carriers to ensure efficiency.
- Developed and maintained business relationships, ensuring smooth communication and operations with third-party vendors. Oversaw safety and sanitation inspections with regulatory bodies like USDA and Ecolab. Managed services such as pest control, security, external contractors, and facility maintenance.
- Advised and implemented standard operating procedures for two locations, aligning with sanitation and safety protocols according to state and county regulations.

## EDUCATION & CERTIFICATIONS | PLATFORMS & SKILLS

### 2021 BS F&B Event Administration

*Metropolitan State University of Denver*

- Microsoft Office Suite
- Meta Business Suite
- Google Workspace
- Canva
- QuickBooks
- Event Planning & Production
- Leadership
- Business Development

### 2019 Introductory Sommelier

*Court Masters of Sommelier*

- Google Business Center
- Excel
- Social Media Management
- Strategic Marketing
- Financial Management
- Creative Direction
- Influencer Marketing
- Retail Development

### 2020 Certified Beer Server

*Cicerone Certification Program*

- P & L Management
- Project Management
- B2B / B2C Strategy
- Public Relations
- Media Relations
- Operations
- Culinary & Pastry
- Brand Management