Brandon Pham

Social Media Manager

Education

Sheridan College · Honours Bachelor of Interaction Design

2021 - 2025 · 4 yrs

Learning key features of **UX / UI Design** methodologies for user research, prototyping, visual design, typography, and information architecture.

Participated in **Hackathons.**
[Hackville & Adobe Create Jams]

Humber College · Graphics Design

2020 - 2021 · 1 yr

Learning the fundamentals of **graphics design**, including typography and gestalt theory.

Honors & Awards

Purposeful Innovation Awards

Issued by Red Thread Innovations · Apr 2025

- 1st Place Winner

Special Mention - Web Design

Issued by DubsTech Prototon · May 2024

- UX Hackathon

Certificate

Ethical Conduct for Research Involving Humans (TCPS 2: CORE)

Issued Jan 2022

Adhering to **ethical principles** is essential for maintaining credibility and trust of all human participants.

Contacts

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Experiences

Alpha Group of Companies · Content Marketing Coordinator

Aug 2026 - Present · 2 months · *Contract Full-time*

Lead organic social media for three brands with a UGC/Reel strategy, reaching 200K+ accounts and generating 1K+ interactions in 90 days.

Grew video engagement about 7x by shifting from static posts to people-led Reels.

Published 95+ original pieces per quarter while keeping one consistent brand voice and visual identity across all three companies.

Produced marketing materials and assets including: redesigned website, flyers, program brochures, job postings, blogs and newsletters.

HiTeck Medical Instruments · Digital Content Creator

May 2026 - Aug 2026 · 4 months · *Freelance*

Produced high-quality user-generated content (UGC) that helped grow the brand's following to 9K+ and build awareness and engagement.

Built interactive 360° product photography with Pictomic and added it to Shopify product pages, giving customers a closer look at medical products before they buy.

Used rapid AI tools to speed up content creation and marketing workflows.

Enviroware Projects · Social Media Manager

Feb 2024 - Present · 2 yrs 8 months · *Freelance*

Developed and executed high-quality social media reels to grow HVAC brand online presence posting across multiple platforms, targeting towards local businesses within Vancouver BC area, weekly basis.