



## Megan Pham

Marketing and Communications Assistant, Michigan Saves

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### Position with Firm

2023–present **Marketing and Communications Assistant, Michigan Saves.** Supports marketing and communication efforts for Michigan Saves, a multimillion-dollar green bank managed by PSC, including contractor outreach support, website and social media updates, and other projects, to help the organization meet its strategic marketing objectives.

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### Previous Professional Experience

2022–2023 **Challenge Detroit Fellow, Challenge Detroit,** Detroit, Michigan. Provided capacity building for Detroit-area nonprofits (Detroit at Work, ProsperUs, E. Warren Development Corp, Teen Hype) using human-centered design thinking. Developed recommendation reports, process maps, marketing materials, and other resources to improve organizations' existing initiatives and support the launch of new programs.

2022–2023 **Content Specialist, Autonomic,** Detroit, Michigan. Led development of digital analytics initiatives to improve evaluation of marketing campaigns. Built processes and infrastructure in HubSpot to support targeted customer communications. Produced case studies and digital content for product marketing and employer branding campaigns.

2021–2022 **Marketing Assistant, InsideOut Literary Arts,** Detroit, Michigan. Managed all social media accounts and created multiplatform digital content to promote fundraising campaigns and increase awareness of InsideOut's programs and mission.

2019–2020 **AmeriCorps VISTA, Hamtramck Drug Free Community Coalition,** Hamtramck, Michigan. Developed and implemented preventative health education programs, expanded community partnerships, and pursued funding opportunities, including federal and local grants.

Education Wayne State University, BA in English

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### Skills

- Google Analytics
- WordPress
- HubSpot