

# TONY HUYNH

Senior-level content marketer with more than **six years of experience** in copywriting, brand storytelling, and strategy

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## SKILLS

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- Content Strategy
- Copywriting
- Email Marketing
- Social Media
- SEO
- Content Design
- Photography/video
- Web Analytics
- Project Management

## SOFTWARE & TOOLS

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Google Analytics | Google Drive | SEMrush | Contentful | HubSpot | Adobe CC | Figma | Asana | ChatGPT

## WORK EXPERIENCE

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**Senior Content Writer** | Pacaso, Inc. – Remote February 2022 – November 2024

- Wrote effective copy for various channels and GTM initiatives, including web, app, email and paid
- Authored a **third** of the top traffic and lead-driving blogs, targeting keywords and funnel stages
- Improved the conversion rate of key website pages by **2x** through strategic copy adjustments
- Owned newsletter and welcome emails, testing copy that improved average open rate by **10%**
- Crafted digital ad copy that delivered a **CTR of 0.29%**, surpassing the 0.09% industry benchmark
- Curated content and provided guidance to cross-functional teams to ensure cohesive branding

**Senior Content Marketing Specialist** | Miva, Inc. – San Diego, CA September 2019 – February 2022

- Executed a multichannel gated content distributed strategy that generated **25% of inbound leads**
- Leveraged SEO insights to refine and repurpose existing blog content for greater organic reach
- Produced social content with an avg. engagement rate of **0.75%**, consistently beating competitors
- Proofread, optimized and published blog content from freelancers, partners and contributors
- Contributed market research, ecommerce and B2B content topics to weekly strategy meetings

**Content Marketing Specialist** | Siege Media – San Diego, CA March 2018 – September 2019

- Developed engaging content that increased organic traffic by **450%** in 9 months for a \$30M client
- Wrote 10+ blogs ranking on **Google page 1** and generated a monthly average of **20 backlinks**

**Marketing Coordinator** | MOVA Globes – San Diego, CA August 2014 – March 2018

- Executed marketing campaigns that boosted email subscribers by **256%** and online sales by **45%**
- Wrote social copy that generated net sales of **\$4,000+** in 2017 and a **2600%** gain in followers

## EDUCATION

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**B.A. in Communication**, Minor in Business (cum laude) University of California, San Diego | 2014