

PATRICK LAM, WEB DEVELOPER, MARKETING STRATEGIST

Irvine, CA | (949) 878-7789 | patrickdlam@gmail.com | Lamgrowth.com | Native English

- 4+ years of experience in Web Development, Conversion Rate Optimization (CRO), Marketing Automation & Digital Strategy
- Built high-converting websites and funnels achieving up to 10% conversion rates across industries
- Increased client lead generation by 20%+ through data-driven optimization, paid Google and Meta traffic integration, and funnel strategies
- Led cross-functional collaboration between marketing, design, and development teams to execute end-to-end digital campaigns to improve ROI
- Developed and optimized CRM systems and automation workflows (GoHighLevel, HubSpot, Salesforce) to improve lead management and conversion

PROFESSIONAL WORK EXPERIENCE

Sr. Web Developer - Head of CRO Department
Instabooost Media/Advanced Marketers

January 2022 - April 2026
Orange, CA 92856

Portfolio - <https://Lamgrowth.com>

- Owned CRO strategy across 50+ accounts, optimizing funnels and user journeys to drive conversions
- Built high-converting websites and landing pages (WordPress, GoHighLevel, ClickFunnels, Wix) achieving up to 10% CVR
- Led 20%+ increase in lead generation through funnel optimization, paid media and conversion strategy
- Scaled CRM systems (GoHighLevel, HubSpot, Salesforce) to automate marketing and sales pipelines
- Developed advanced automation and integrations using GoHighLevel and Zapier to unify tools, data, and tracking systems
- Led end-to-end funnel strategy from traffic acquisition to conversion, UX, and backend systems
- Leveraged AI to accelerate production, optimize messaging, and enhance automated customer engagement across funnels

Optical Lab Technician
Lenscrafters

July 2019 - Sept 2020
Newport Beach, CA 92660

- Manufactured prescription eyewear using precision optical equipment, consistently exceeding production, accuracy, and quality KPIs in a high-volume lab environment
- Executed lens cutting, edging, assembly, and rigorous quality assurance processes to ensure exact prescriptions and optimal visual performance
- Maintained and calibrated lab equipment to strict standards, minimizing errors and delivering reliable, high-quality customer outcomes

EDUCATION

Teaching Credential Program, Chemistry | CSU Long Beach
B.S., Chemistry | University of California, Irvine