

TEDDY PHAM

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Marketer with 3+ years across paid acquisition, lead generation, and marketing operations in healthcare, real estate, and consumer brands. Managed campaigns generating 2,000+ qualified leads and 800K+ impressions, and ran marketing delivery across 30+ accounts. Comfortable owning a channel end to end: strategy, build, spend, and reporting.

CORE SKILLS

Paid Advertising (Meta Ads, Google Ads) • Lead Generation • Campaign Optimization • Marketing Operations • Funnel Strategy • CRM Management (GoHighLevel, HubSpot, Klaviyo) • Marketing Analytics & Reporting • Content Strategy & Short-Form Video • Local SEO • Cross-Functional Project Management (Asana, ClickUp)

EXPERIENCE

Head of Operations — Jellocat, Westminster, CA

November 2025 – Present

- Scaled a marketing agency to \$30K in monthly revenue, owning go-to-market strategy, client acquisition, and delivery across 30+ healthcare and home services accounts.
- Managed paid Meta ad campaigns for healthcare clients, reducing cost per lead 25% through creative testing and audience refinement.
- Designed CRM automation workflows in GoHighLevel that cut lead response time and increased appointment show rates.

Marketing Strategist — EasyDwell, Miami, FL

July 2025 – April 2026

- Designed and managed Meta and Google ad campaigns that generated 2,000+ qualified buyer and realtor leads.
- Raised landing page conversion rate from 3% to 5% through iterative copy and layout testing.
- Built GoHighLevel CRM automations that cut lead follow-up time by 35%.
- Partnered with design and operations teams to align ads, listings, and funnels for higher close rates.

Digital Marketing Coordinator — Ballislife, Irvine, CA

February 2025 – February 2026

- Partnered with creators on campaigns that drove 800K+ total impressions and grew apparel sales by 12%.
- Managed content rollouts and promotional campaigns across Instagram and TikTok.
- Tracked influencer ROI and engagement metrics to sharpen future collaborations.
- Supported a product launch strategy that lifted online conversions by 10%.

Growth Marketing Intern — DataDoor, Laguna Beach, CA

November 2024 – March 2025

- Drove B2B outreach to real estate agents, supporting platform adoption and lead generation.
- Executed email and social campaigns reaching 500+ prospects across target markets.
- Partnered with founders on user acquisition strategy, messaging, and website optimization.

Marketing Strategist — The Jade Jewelers, Long Beach, CA

April 2023 – July 2024

- Created and executed email marketing campaigns for a database of 5,000+ clients to drive sales and retention.
- Coordinated promotional photo and video shoots with photographers, models, and creative teams for brand-aligned advertising content.

EDUCATION

California State University, Long Beach

Bachelor of Science, Business Marketing — Graduated December 2025

LEADERSHIP

Eagle Scout, Boy Scouts of America — Irvine, CA (2011 – 2023)

- Earned Eagle Scout rank (achieved by only 4% of Scouts); planned and led a community service project, recruiting and organizing 20+ volunteers to build bookshelves, benches, and structural fixtures for a local temple.

CERTIFICATIONS

AI-Powered Performance Ads Certification, Skillshop — March 2026