

# PATRICK SMITH

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415-660-6159

San Francisco, CA

[github.com/murRAIN](https://github.com/murRAIN)

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## Home Remodel Buddy

*Lead Software Engineer*

*May 2011 – Current | San Francisco, CA*

- Built an automated dialer using the Twilio API to confirm leads, improving customer follow-up efficiency and reducing churn by enabling timely engagement and response
- Reduced AdWords conversion costs from ~\$13 to ~\$8 by optimizing keyword targeting, improving ad relevance, and redesigning landing pages to enhance user experience and drive higher conversion rates.
- Developed a CRM as a single-page JavaScript application for contractors, allowing them to efficiently manage leads, take notes, and generate invoices within a streamlined interface
- Leveraged JavaScript frameworks for front-end development, ensuring smooth user experience for CRM users.
- Designed and implemented RESTful APIs in PHP, integrating with third-party services to enhance functionality and scalability.
- Configured and administered bare metal Linux servers, optimizing system performance and ensuring reliability for critical operations
- Engineered and deployed comprehensive monitoring systems to ensure consistent uptime and availability for critical websites and services, enabling real-time detection and resolution of potential issues
- Managed version control using Git and GitHub, facilitating team collaboration, maintaining clean commit histories and leveraging branching strategies for feature development and bug fixes
- Configured and maintained MySQL servers, ensuring data integrity, optimizing query performance, and managing backups to support high-availability applications
- Designed and implemented a comprehensive disaster recovery plan, including the creation and testing of off-site backups to ensure data resilience and minimize downtime during critical incidents

## Quotify Technology Inc. (acquired by Telstra)

*Media Operations Engineer*

*Jan 2011 - May 2011 | San Francisco, CA*

- Developed custom WordPress templates to streamline and accelerate the deployment of web properties across various verticals
- Managed AdWords and increased landing page conversion from 8% to 12%

## **Cypress Coast Mazda Subaru**

*Internet Sales Manager*

*Feb 2010 – Jan 2011 | Seaside, CA*

- Designed and executed internet marketing and direct mail campaigns to drive engagement and conversions
- Closed on 10% of leads dealership received
- Mentored and trained new sales staff in effective lead conversion techniques

## **Founder's Dojo**

*Partner*

*Feb 2012 – Jan 2017 | San Francisco, CA*

- Guided members in developing technical Minimum Viable Products
- Helped members design and implement scalable technical systems

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## Education

Associates in Science, Business/Economics

Gavilan College

Computer Science

California Polytechnic University, San Luis Obispo