

WILLIAM P. LAM

lamwillp88@gmail.com

(919) 270-5508

www.linkedin.com/in/will-lam88

EDUCATION

University of North Carolina at Chapel Hill – Chapel Hill, NC
Business Administration; Marketing Management and Sales

August 2019 – May 2023

EXPERIENCE

Red Ventures – Charlotte, NC

June 2024 – Present

Account Manager [Bankrate]

- Implemented sub_id level optimizations and a Looker-based toolkit to scale paid media campaigns and enable self-serve analytics
- Identified and developed 20+ new relationships driving \$10M+ in incremental revenue (+112% YoY)
- Delivered real-time post back functionality, aligning key stakeholders, driving \$1.3M+ in additional revenue

Red Classic – Charlotte, NC

August 2023 – June 2024

Customer Account Manager [Coca-Cola Consolidated Subsidiary]

- Built strong customer relationships through timely email correspondence and lead building in TMW software
- Enhanced role proactively, making it client-facing to optimize business opportunities and onboard two new clients
- Developed internal documentation and team SOPs to streamline department-wide efficiency

North Rock Capital – New York, NY

June 2023 – July 2023

Capital Markets Intern [Investment Management Firm]

- Crafted a well-informed investment thesis utilizing comprehensive market research, leveraging Bloomberg
- Attended high-level meetings with prospective IPO-bound companies, capturing crucial insights and opportunities
- Developed robust communication skills through meetings with analysts and in-depth teach-ins

University of North Carolina Men's Basketball – Chapel Hill, NC

June 2019 – April 2023

Men's Basketball Manager

- Spearheaded player development through customized, dynamic drills, tailored to player needs and schedules
- Managed game day logistics, filming and splicing key clips to inform strategy in over 70 games

Q² Solutions – Durham, NC

June 2022 – August 2022

Genomics Data Management and Analytics Intern [Clinical Laboratory Services Subsidiary of IQVIA]

- Leveraged Tableau to monitor and manage contract stages of genomic business opportunities
- Cleaned raw, unfiltered assay output data to meet client deliverable specifications
- Tested an IT ticketing support system to help validate Tableau for client-facing reports

Raleigh Custom Homes – Raleigh, NC

June 2020 – August 2020

Business Development Intern

- Led rebranding social media and physical job lots to support RCH's highest output of homes in its history
- Managed progress and compliance of 20+ projects using co-construct software and tracking subcontractor COIs

LEADERSHIP AND COMMUNITY INVOLVEMENT

Harris YMCA – Charlotte, NC
Coach, Youth Soccer; Basketball

August 2023 – Present

LICENSES AND CERTIFICATIONS

- Certified RV Analyst
- Licensed North Carolina Real Estate Broker
- International Baccalaureate Diploma Recipient