

Patrick White

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Objective

To obtain a position with a company in which I can develop marketing campaigns and leverage new technology to drive sales or meet other goals.

Experience

BarProducts.com, Inc.

April 2007 – July 2009

- Manage department of 4 web developers in creating and maintaining web sites to sell bartending supplies and equipment.
- Install and support business applications used by other employees of the company, and train the users on it's functionality
- Manage the maintenance and backup of servers and databases
- Create and manage marketing campaigns such as newsletters, PPC, and SEO/SEM to increase targeted traffic to drive sales.
- Develop custom applications to enhance workflow of business processes for departments such as customer service, inventory control, and shipping.

White Marketing and Design (Freelance)

2003 – Current

- Consult with potential clients to determine their exact needs and direction.
- Provide one or more of the following services: Graphic Design, Web Development, and Search Engine Optimization

KHS&S Contractors, Themed Construction

Jan 2004 – Jun 2004

- Created brochures and other marketing materials to increase brand awareness at trade shows and enhance sales opportunities by presenting their portfolio of completed projects.

Docubase Systems, Inc.

April 2001 – March 2007

- Coordinated and developed the design of all marketing and technical materials for annual reseller conferences. Materials included an interactive CD, new reseller only web site, and technical documentation.
- Finalized and implemented the development of the official web site of Docubase.
- Provided technical support and consultation to resellers and direct end users of the custom software developed by Docubase Systems; Docubase Enterprise.

Office Depot

1999 - 2001

- Assisted in the printing of work brought in by outside customers. This required experience in preparing digital files to be printed and well as customer service.

Nielsen Media Research

1997 - 1999

- Edited the line-ups that were submitted to Nielsen Media Research from the local station affiliate and verified that all information was correct. Position required a general knowledge of television programming.
- Started at Nielsen Media Research as a telecommunicator performing surveys to randomly generated telephone numbers.

Flanagan's Irish Pub

1996 - 1998

- Bar back, food preparation, and food serving.

Education

International Academy of Design and Technology

2000 - 2004

Bachelor of Arts in Advertising and Design

Dunedin High School

1996 - 2000

High School Diploma

Skills

I have had great opportunities to work with a wide variety of technologies including everything from Adobe Create Suite to enterprise level document and content management systems. I have a passion for learning new technology that could make colleagues or myself more efficient and effective. I have a functioning knowledge of Photoshop, Dreamweaver, Flash, PHP, XHTML, CSS, JavaScript, MySQL, Linux Servers, Windows, Mac OS X. I also have experience in doing Search Engine Optimization, Pay Per Click campaigns, and analyzing web statistics to determine the effectiveness of campaigns.