

VANESSA R. PATRICK

📍 ATLANTA, GA 30303

✉ VANESSARPATRICK@GMAIL.COM

☎ 731-267-8465

CAREER PROFILE

Over 8 years of experience in creating & developing digital marketing campaigns and strategic brand communications; Extensive experience using CRM & email marketing software to curate organic content for specialized user personas; Skilled collaborator and relationship builder who works efficiently with internal and external partners, media and vendors to produce favorable brand messaging and press

Digital Portfolio: <https://www.vanessarpatrick.com/>

LinkedIn Profile: <https://www.linkedin.com/in/vanessarpatrick/>

CORE COMPETENCIES

Email Marketing Automation	Integrated Communications Strategy
Social Media + SMS Marketing	Copywriting + Editing + SEO Content Optimization
Content Marketing	CRM Management
B2B + B2C Marketing Strategies	Brand Strategy
Analytics + Reporting	Event Planning + Execution

SOFTWARE & TECHNICAL EXPERIENCE

Marketo, Eloqua, Salesforce Marketing Cloud, Hubspot, Cordial, IBM Watson, Wordpress, Google AdWords Keyword Planner, Shopify, Hobsons CRM, Slate CRM, Qualtrics, Symplicity CRM, MailChimp, Constant Contact, Emma, Wrike, Hootsuite, Contentful, WordStream, HTML Editing (Email Marketing), Pablo, Biteable, EpicBeat & Amplify

WORK EXPERIENCE

ACCOUNT SUPERVISOR

NOVEMBER 2019- PRESENT

TRENDLINE INTERACTIVE

ATLANTA, GA

- Responsible for understanding client business models while driving high client satisfaction and communicating progress/results to clients, in partnership with creative and technical teams
- Serve as an active liaison between clients, agency team members and leadership while creating and maximizing organic growth opportunities
- Produce key strategic deliverables for client accounts including business cases, marketing plans and proofs of business concepts

EMAIL & TECHNICAL CAMPAIGN MANAGER

DECEMBER 2018- NOVEMBER 2019

BRIGHTWAVE EMAIL AND ECRM MARKETING AGENCY

ATLANTA, GA

- Served as a technical project manager for Fortune 500 companies (Allstate, Edible Arrangements, HD Supply, Cox Media Group, First Data- Restaurant Depot, Equifax, Rheem, RUUD) to help successfully execute and deploy segmented email marketing automation campaigns to B2B and B2C markets
- Leveraged and collaborated with the analytics team to produce insights that define marketing business needs for journeys, tests, and projects
- Worked closely with a team to oversee the development, execution and analysis of loyalty and customer focused campaigns
- Utilized email marketing tools (Movable Ink, 250ok, Litmus, Taxi for Email, BriteVerify, Kochava, Adobe Omniture, Google Analytics) to ensure campaign deliverability, creativity and operational success
- Developed and maintained strong partnerships with internal and external stakeholders to champion the integration of email marketing programs & support omni channel marketing initiatives across social, print SEO and PPC platforms

- Deployed, scheduled and assessed email marketing campaigns within enterprise-level email marketing platforms (Salesforce Marketing Cloud, IBM Watson, Oracle Eloqua, Oracle Responsys, Cordial, Message Gears)

CONTENT, EMAIL & BRAND MARKETING MANAGER
FREELANCE CLIENTS

APRIL 2017- PRESENT

- Develop content management strategies, as a creative project manager, that aligned with and supported the long-term marketing and content needs of clients
- Edit content for each stage of the customer's journey with an emphasis on attracting and converting leads
- Create automated lifecycle flows that supported demand generation leads, re engagement of lapsed users, & retention of active users
- Develop and lead the implementation of a comprehensive email marketing strategy for consumer acquisition, retention and upselling

EMAIL MARKETING AUTOMATION & PUBLIC RELATIONS SPECIALIST
GEORGIA STATE UNIVERSITY

MAY 2017- NOVEMBER 2018

ATLANTA, GA

- Gathered and interpreted subscriber insights through the use of primary and secondary research, (focus groups, observation of customer lifestyle trends, historical research) to provide insight on consumer attitudes, behaviors and economic values
- Partnered with content management teams to create a multi-channel experience and leverage content creation and experience across all channels of distribution
- Created a formalized reporting process to identify, analyze, and interpret trends and patterns in complex data sets

ASSISTANT DIRECTOR
UNIVERSITY OF FLORIDA

JUNE 2015- APRIL 2017

GAINESVILLE, FL

- Optimized rules that automated and drove content, triggers, audience segmentation, channel selection, creative messaging and communication cadences as project manager
- Served on the internal communications team to develop a communications plan for over 50,000 internal and external stakeholders for a university-wide renovation project
- Responsible for maintaining key B2C & B2B client relationships for a career fair grossing over \$100,000

GRADUATE ASSISTANT
UNIVERSITY OF WEST GEORGIA

AUGUST 2013- APRIL 2015

CARROLLTON, GA

- Utilized CRM software to effectively communicate program changes, updates and triumphs to over 6,000 subscribers
- Managed a \$5000 operational budget that included the cost of marketing, promotions and special events
- Partnered with an internal creative agency, as the lead project manager, to develop a customer loyalty marketing campaign that led to a 20% increase in engagement

GIBSON COUNTY COLLEGE ACCESS COUNSELOR
SOUTHWEST TENNESSEE DEVELOPMENT DISTRICT

AUGUST 2012- AUGUST 2013

JACKSON, TN

- Worked closely with extended team to write CRM project briefs, Message Matrices, Communications Flows, Content Calendars, and other documents for clients and internal teams
- Utilized Salesforce CRM and project management skills to communicate key messaging to stakeholders for a new grant funded program
- Collaborated with local and regional government to establish a targeted recruitment and engagement program between local employers and high school students

EDUCATION

M.Ed in Professional Counseling (APRIL 2015) University of West Georgia; Carrollton, GA

B.S. in Mass Communications (MAY 2012) Middle Tennessee State University; Murfreesboro, TN