

ROB PATTERSON

Digital • Content • Social

OVERVIEW

Strategic marketing and branding specialist with accomplishments in digital and traditional campaigns.

Over 20 years experience in retail, packaged goods, sports, social media and content marketing; plus extensive training in advanced video, design and web software.

Successfully developed integrated marketing programs to bring a unique and creative perspective in order to maximize client's marketing efforts, brand image and profits. An organized leader with a proven track record, self-motivated team player, and award-winning communicator who excels in presentations, client services and strategy.

CONTACT ME



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WORK EXPERIENCE

YMARKETING

Digital Account Supervisor

NEWPORT BEACH, CA

2016 - Present

UnitedHealthcare Insurance

- Supervise a team of digital marketing innovators that utilize insights to produce measurable and effective data-driven results for multiple UnitedHealthcare divisions, including Individual, Community, State and Small Business.
- To provide these results requires a combination of efforts including: Creative Strategy, Paid Search, Display Advertising, Retargeting, Analytics, Technology, Development, Mobile, SEO, as well as Content & Social Media Marketing.

YPM

Senior Manager - Digital Content & Social Media

IRVINE, CA

2014 - 2016

Wide range of B2B and B2C clients ranging from Pest Control to Debt Solutions.

- Lead the strategy and creation of content marketing campaigns for various B2B & B2C clients with the goal of having existing and prospective customers see them as the go-to expert for information within their industry.
- Created & implemented social strategies to drive awareness and engage the target with relevant & sharable content across multiple channels. The objective was to generate leads, conversions, profits & higher rankings (SEO).

INK

Senior Brand Manager

IRVINE, CA

2010 - 2013

Hoag Hospital, Golden Spoon Frozen Yogurt, SmartStop Self Storage, Chapman University, UCLA, Yokohama Tire Co, Pioneer, Elec., CoreLogic, & Sentek Global

- Spearheaded branding, research, and promotional projects for a range of B2B and B2C clients with digital, traditional and social media efforts.
- Researched, analyzed, created and presented decks with a unique strategy through brand pillars, positioning and a value proposition.
- Managed the development of various websites, including creating strategic briefs, site maps, wireframes, & updating the content management system.
- Upsold various projects to clients that ranged from website enhancements to iPhone Apps which accounted for over 200% of the initial project spend.

DENTSU (FREELANCE)

Account Supervisor

LOS ANGELES, CA

2009

Bandai Toys & Brandman University

- Evaluated competitive & identified potential opportunities for Brandman University (Chapman University's Adult Education program) and Bandai Toys (Ben 10, Tamagotchi, Harumiki, Power Rangers, and Megazord brands).

INTERACTIVATE

Senior Account Executive

IRVINE, CA

2006 - 2008

Marriott International, William Lyon Homes, & Dulcinea Farms Produce

- Lead the client services and production of web development, HTML emails, display, SEO, SEM, print, collateral & guerilla tactics. Tracked online & offline marketing initiatives through unique URLs & analytics to improve ROI.

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ADDED VALUE

- Write, edit, and manage blog posts for various clients as part of their overall content marketing strategy.
- Photoshop images for both blog posts and social media efforts.
- As president of a Toastmasters public speaking club, I've been awarded advanced communicator status, won speech contests, and have been invited to present for various organizations.
- Edited videos for clients as part of the overall content marketing plan, for new business pitches, and took on freelance projects for various clients, including non-profits and Cisco / Ingram Micro.
- Write a digital marketing blog that provides insight on the benefits of utilizing content marketing and social media in business.

To view examples of the above work, visit my website at www.robj patt.com.

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- Managed the website completion of an urban home development with the help of various advertising methods, including a sneak peek floorplan email program. This site quickly attracted between 150-200 new sign-ups on the interest list per week and grew to over 4,000 people in only 3 months.

Y&R ADVERTISING Senior Account Executive

IRVINE, CA
2003 - 2006

Mattel (Games, Matchbox, Girls, Tyco, & Entertainment) & LA Dodgers

- Supervised the broadcast production of many high profile multi-million dollar brands worldwide for Mattel: Games, Action Figures, Matchbox, TYCO R/C, Girls and Entertainment divisions, including UNO, Scrabble, Scene It DVD Game Pictionary, Batman, Mary-Kate & Ashley dolls & Matchbox Mega Rig.
- Secured the rights with various entertainment licensors (Disney, Universal, Sony) to use their music and brand in commercials for various commercials.

DAILEY & ASSOCIATES Assistant Account Executive

LOS ANGELES, CA
1999 - 2003

ConocoPhillips (Circle K & 76 Gas) & KB Homes

- Client services for both Circle K convenience stores (Branding) and Sports Marketing, which includes Circle K, 76, Phillips 66, Exxon and Mobil Brands.
- Evaluated sports proposals & maintained relationships with representatives from over twenty professional & university teams for sponsorships.

INTERNSHIPS & FREELANCE: CARAT ICG; SEINIGER; OGILVY & MATHER; FCB; DDB & NBC4

LOS ANGELES, CA
1995 - 1999

- Projects with multiple brands and industries including: Retail (Borders Books), Public Utilities, Mobile Phones, Electronics (Epson) & TV (NBC 4).



EXPERTISE

- Account Services
- Strategy & Research
- Digital Marketing
- Lead Generation
- Content Marketing
- SEO
- Social Media
- Paid Search
- Display
- Analytics
- Web & Mobile
- New Business
- TV & Video
- Collateral
- Branding



CAREER ENHANCEMENT

- **Development Chair:** American Advertising Federation Board 2014 - Present
- **President:** Toastmasters Public Speaking Organization 2005 - 2016
- **Editor & Producer:** Philanthropic Organization Videos 2009
- **Vice Chairman:** National Ad 2 (Division of AAF) 2003 - 2004
- **Membership Chair:** National Ad 2 (Division of AAF) 2002 - 2003
- **President:** Ad 2 Los Angeles (Division of AAF) 2000 - 2002
- **Graduate:** AAAA/Institute of Advanced Advertising Studies Program 2001



EDUCATION

California State Polytechnic University, Pomona Graduated 1997
Bachelor of Arts in Marketing Management with an emphasis in Advertising,
Minor in Industrial / Organizational Psychology