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[work samples]

PATRICK M. SHORE

EXPERIENCE

2012 TO PRESENT

AVP, Digital Marketing – US Bancorp – Payments Division (Elavon)

OVERVIEW

Global payment solutions division of US Bank – 5th largest US bank. Point of sale, e-commerce, and mobile payments. Clients include Delta, Hilton, Costco, BP, and Abercrombie & Fitch.

RESPONSIBILITIES

Responsible for overall global digital marketing strategy with a focus on customer acquisition, engagement, and retention. Lead digital marketing, email marketing, and social media team in a regulated industry (financial services). Direct digital campaigns that acquire, engage, nurture, and retain customers. Campaigns span all digital advertising platforms including paid search, display, retargeting, RTB, mobile apps and social media. Direct marketing analytics with a focus on multi-channel attribution, cross platform analytics and customer life time value. Protect the brand in the digital space using MarkMonitor. Social media monitoring and customer servicing via Radian6 and Spredfast. Manage relationship and digital project workflows with local, national, and global agencies. Manage digital spend and team.

SAMPLE ACCOMPLISHMENTS

Established mobile-first digital strategy in a very traditional, content-heavy organization. Developed adaptively responsive global website presence using Sitecore CMS. Increased website traffic globally by 42%. Established social media-based customer support for Europe and North America with multi-language capabilities. Implemented lead generation campaign for direct sales to prospects in the US and UK. Managed global team of marketers in the US, Canada, and Europe.

2004 TO 2012

Sr. Online Communications Manager – American Cancer Society Inc.

OVERVIEW

Cancer prevention, health, and education organization headquartered in Atlanta, providing health information, advocacy and support services to constituents. Funder of cancer research.

RESPONSIBILITIES

Developed digital marketing strategies to create awareness and drive demand for ACS services, reached wider audiences, engaged mobile users, increased levels of online fundraising, and communication with staff, volunteers, and constituents. Pioneered use of social media and helped establish its use as a go-to marketing channel. Managed team to develop websites, Intranets, e-mail marketing, mobile & online advertising, and blogs. Established channels on Twitter, Facebook, and Youtube and content calendars. Developed marketing dashboards. Managed agency relationships.

SAMPLE ACCOMPLISHMENTS

Developed social media strategy consolidating hundreds of online properties. Developed industry award-winning Intranet. Developed strategy promoting fundraising programs using microsites for Relay For Life –the signature fundraising event – and Hope Lodge. Implemented Twitter, YouTube, and Facebook promotions. Implemented industry-leading e-mail communications platform, Acxiom/ExactTarget. Continually brought outside best practices and technologies into the organization to improve results while drastically reducing costs.

2002 TO 2004 **Loyalty Marketing Specialist – Loyaltyworks Inc.**

OVERVIEW Loyalty and incentive marketing agency providing consulting, CRM, and technology services for B2B, employee, and consumer channels.

RESPONSIBILITIES Developed innovative direct and digital marketing programs for clients, liaised with internal project teams and external agencies, and managed production workflow and processes.

SAMPLE ACCOMPLISHMENTS Designed successful campaigns for SunTrust Banks and Wells Fargo. Campaigns involved increasing customer retention and driving desired customer behavior using digital. Developed an employee incentive/loyalty program for Siemens to increase add-on sales in the field.

2000 TO 2002 **Promotions Intern – Q100 Radio / Susquehanna Radio Atlanta**

OVERVIEW Q100 is a Top 40/pop radio station serving Metropolitan Atlanta. Former sister station to 99X.

RESPONSIBILITIES Designed low cost/high visibility marketing strategies to help the station grow its listener base. "Guerilla" strategies effectively increased market share in greater Atlanta. Managed group of interns to staff events and onsite promotions promoting the "Bert Show" and client events.

SAMPLE ACCOMPLISHMENTS Increased brand awareness in the 18-34 female demographic during the critical first few years of the station's existence using small budgets and very limited staffing resources.

1998 TO 2000 **Co-Founder and Marketing Director – DOTcom Corporation**

OVERVIEW Technology, consulting, and network equipment sales company with locations near Cincinnati and Cleveland, Ohio, serving government, small business, and higher education customers.

RESPONSIBILITIES Founded company, developed brand, expanded client base, product and service offerings, increased sales, provided marketing leadership, oversight and management of the company as a principal. Grew business into new markets and pursued new business channels.

SAMPLE ACCOMPLISHMENTS Founded company in college. Surpassed sales goals of multimillion dollars, developed online shopping /e-commerce capabilities to market custom-built PCs directly to college students, increased offerings to include services and consulting, managed staff of 22 at multiple locations.

EDUCATION

1995-2000 **Bachelor of Science – Marketing – Miami University**

CONCENTRATION Entrepreneurship and Management Information Systems (MIS)

Currently preparing for the GMAT and the Executive MBA program at Georgia State University

SKILLS

METHODOLOGIES Digital strategy, digital marketing, social media, social customer service, e-mail marketing, search marketing/SEO, loyalty marketing, strategic communications, project management, change management, business analytics, business intelligence, e-commerce, digital advertising, brand development, employee communications, Intranet development, budget management, training & education (LMS) development, surveys & research, responsive website development, web analytics, data analysis, staff/team management

SOFTWARE & SYSTEMS Microsoft Office, Outlook, Lotus Notes, Adobe Creative Suite, Captivate, Contribute, Connect, Dreamweaver, HTML, PHP, Javascript, Jquery, Zoomerang, Surveymonkey, Webtrends, Google Analytics, SiteCatalyst, Oracle Portal, Google Adwords, Bing Ads, Kenshoo, Sitecore CMS and DMS, ExactTarget, Marketing/social automation: Salesforce/Pardot, Eloqua, Marketo, Spredfast, Radian6 EC

ASSOCIATIONS & AWARDS

SocialMedia.org Red Council – Member

Public Relations Society of America (PRSA) Georgia Phoenix Award Winner – Best Web site/Intranet, 2006

Miami University Entrepreneurial Society – President (1997-1999) • **Miami University Alumni Association –** Member