

## Sean Patton

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Marketing, Sales, and Design  
Professional

### **SUNY Morrisville**

Major: Journalism

Degree: AAS Journalism

### **SUNY New Paltz**

Major: Graphic Design

Degrees: BS Graphic Design

### **Work History:**

#### **Digital Marketing Manager (Contract)**

#### **EIS – Engineered & Industrial Solutions**

**From 11/2021 to 10/2023**

My duties included leading a digital team, creating websites, creating, and managing campaigns, managing social media for the main company and subsidiaries and the overall administration of all ecommerce websites (WordPress and Optimizely).

#### Summary of duties:

- Create Websites
- B2B E-Commerce
- Trade Show Logistics
- Design and track campaigns
- Establish and evaluate KPIs for weekly/monthly reporting.
- Google and Microsoft Ads
- Sugar CRM Administration
- Google Data Studio Reports
- Build strategies to improve customer response.
- Social Media Management for 6 websites and 330 brands
- Advertising campaigns on LinkedIn, Facebook and Instagram.
- Native digital advertising used throughout the sites to funnel users toward RFQ forms and specific products/promotions.
- Establish documentation and guides for the marketing and sales teams detailing social media and paid search strategies including guides meant to step associates through the reporting process.

(Managed team members: 5)

**Environment:** SEMrush, Sugar Market/CRM, Slack, Google Data Studio, Optimizely, Marketing, Google Analytics, GTM, WordPress, SharePoint, InfoPath, MS Power Aps, MS Teams Adobe Suite, Asana, Trello, JIRA, HubSpot, Hotjar, deep linking, Google Data Studio, Magento, JotForm, ZoomInfo, GA4.

## **Director of Digital Sales & Marketing**

### **Synergy Steel Manufacturing From 3/2020 to 10/2021**

My contract included developing a self-sustaining Marketing team. We began by creating websites for all three entities within the parent company. I created digital and print material consolidating the messaging of the company in terms of imagery, copy and advertising. As social media accounts and branding were established, I moved into Paid Social and general digital advertising on Google and Microsoft. My role expanded to include overseeing most of the business sales operations and establishing a CRM (HubSpot). A portion of this expansion of duties involved implementing the INFOR ERP system and streamlining business practices and methods in our Engineering and Manufacturing Divisions. Summary of duties:

- Development of a Marketing team from internal resources.
- Social Media and Campaign development including easy templates and workflows for various business efforts.
- Since 2020, I have created 6 company websites.
- I established all social media presences and grew the number of followers and meaningful interactions on all platforms.
- SharePoint Administration
- HubSpot CRM and HubSpot Marketing Hub
- Demand Generation efforts saw a major uptick in sales activity and completed contracts.
- Thorough demand generation and analytic reporting has allowed us to target our prospects and design our content to catch the eye and engage more accurately.
- The sites have been expanded to be used in the field for communication and file sharing.
- Signage and other location marketing materials.
- Convention materials – Booth design (contracted)
- Sales Presentations.
- Printed marketing packets for the Sales Divisions of Synergy and Broadstreet.
- Multiple print and email campaigns.
- Print ads and digital ad campaigns using very specific demographic targeting based on the needs of the desired audience.
- Redesigning the company's image with changes to logo, sales presentations, tag lines and consistent messaging has been an ongoing mission. (Managed team members: 7)

Environment: Marketing, Google Analytics, GTM, WordPress, SharePoint and SharePoint Online, Infopath, MS Power Aps, deep linking, Google Data Studio MS Teams Adobe Suite, Asana, Trello, JIRA, HubSpot, Magento.

## Senior Digital Project Manager

### Campbell Soup Company From 3/2013 to 3/2020

I oversaw Design/Development, Maintenance and Analytics duties for 23 company websites. The position has involved developing dozens of external and internal websites, forms, and applications to support sales and facilitate communication throughout the company. All legacy websites have either been converted to or completely redesigned using WordPress, React and Angular JS.

#### Summary of duties:

- SharePoint design and administration
- InfoPath Forms and workflows
- Social Media Management for 7 brands including Lance, Snyder's, Kettle Chips and Archway Cookies.
- Designing team sites and Workflows that act as information hubs and communication conduits.
- Evaluation of SOWs and contracts received from outsourced agencies.
- Support the IT, HR, Communications, Marketing and Sales departments in various projects.
- Main buyer of digital assets
- My team has been tasked with configuring and maintaining all the web server environments through WHM including the purchase and maintenance of all domains and hosting.
- Spearheaded E-Commerce innovation through a company owned site as well as Amazon and other major online retailers.
- "Deep linking" was used to target specific interests and was mostly based around healthy alternatives to popular brands.
- Set up and owned Adobe Experience Manager for the brand teams.

#### Projects & Innovations:

- I took the E-Commerce profits from 23k to 4 million+ in a little over a year.
- Image library Website conception, development, and maintenance – Internal product information and image resource.
- SEO of all sites within my sphere of control.
- Work with IT in evaluating and fixing issues related to website creation, management, and information security.
- Creation of Ecommerce retail website and Business to Business Website. (Launched in February 2016)
- Creation and organized an "internal agency" to cut down on design costs and give the company more dexterity in the market.
- E-Commerce innovation through a company owned sites as well as Amazon, Walmart, Jet, and other major retailers. This has included design, strategic advertising and evaluation of performance and analytics to identify KPIs and adjust course accordingly. I took the E-Commerce profits from 23k to 4 million+ in a little over a year.

- SharePoint & InfoPath development, design, support, and training. Acts as a consultant and designer for SharePoint planning & design team.
- Admin team and Snyder's-Lance employees in planning and configuring team sites and forms.
- Trade Show Design and Logistics – (6 years) National Sales Meeting Websites planning, design, and maintenance as well as event notification.
- Logos, Presentations, and assorted graphic design work.
- Field File Sharing application for ZMs to share information with DMs and IBOs in a centralized location.
- Consultant for marketing team on SOWs received from Agencies. Cost and details analysis with suggestions for cost savings and workflow improvements. – EatSmart Naturals, Archway, Stella, Cape Cod and Product locator, snyderslance.com, mysnyderslance.com
- Partner Brand Website.
- Advertisement & Promotional Poster Design (Field sales and C-Store teams)
- Product Locator website editing and support.
- Consultant for Communications team on Export channel, MySnyderslance.com and Snyderslance.com – Evaluated SOWs and made suggestions. Prepared an alternative plan.
- Video editing.
- Salesology (a series of apps, communication delivery and presentation tools used in field sales) process design & support.
- Consultant on and Buyer for media from external entities. (Websites, Video, Images, Marketing Materials, Presentations) Cost savings 2017-18: \$460,000+.
- Project Manager on select media related projects.
- Planning new internal and External Websites, social media and projects related to workflow efficiency/cost & time savings.
- Working closely with Communications, IT, Marketing and Sales to make sure we are not only getting what we ask for at the correct price but also asking for the right products or processes.
- Evaluating & Auditing external SOWs, progress timelines and completed projects for project improvements, missing pieces, efficiency improvements and cost saving measures.
- Developed Pretzel Crisps app for in-store display placement.

(Managed team members: 5-20)

**Environment:** Sales, PHP, React, Angular JS 4, Analytics, Joomla, WordPress, SharePoint, Linux, Windows Server, HTML5, XML, CSS, deep linking, Google Data Studio, Adobe Suite, Silverlight, Data extraction, Conditional Programming, Flash, JavaScript, E-Commerce, SQL, MS Office, WHM, Asana, Trello, JIRA.

## Digital Marketing Consultant

### Grid-Pigeon Digital Marketing

From 1/98 to Present

I have maintained a consistent client base for more than 2 decades, upgraded skills as needed and thoroughly enjoyed the business as it has evolved. I have created and maintained hundreds of websites, created and maintained dozens of social media account clusters and authored hundreds of marketing campaigns of every shape and purpose. In most cases this would involve demand generation strategies, search engine optimization, analytics reporting and multi-channel marketing with measurable results

pivoting based on tracked results. Creating sales presentations and both internal and external promotional videos has also been a common service.

- **Digital Advertising and SEO:** I have led and executed successful digital advertising campaigns, which have resulted in increased website traffic, conversion rates, and revenue. My deep understanding of SEO has enabled me to consistently improve search engine rankings and increase organic traffic for both B2B and B2C clients.
- **Sales and E-Commerce:** Over the years, I have successfully driven B2B and B2C sales growth through innovative marketing strategies, customer segmentation, and lead generation. My proficiency in e-commerce strategies has boosted online sales and streamlined customer experiences.
- **Web Design:** I have overseen the creation and optimization of user-friendly websites, resulting in enhanced user experiences and increased engagement. This skill is integral to attracting and retaining customers in the digital age.
- **Social Engagement:** My expertise in social media engagement has allowed me to build and strengthen brand presence on various platforms. I have also utilized data-driven insights to refine content and engagement strategies, resulting in increased brand visibility and customer loyalty.
- **Leadership and Team Development:** As a leader in the digital marketing field for 15 years, I have a proven track record of mentoring, coaching, and leading cross-functional teams. My ability to foster collaboration, set strategic direction, and drive results has been a consistent hallmark of my leadership style. (Managed team members: 5-20)

**Environment:** Sales, PHP, Joomla, WordPress, SharePoint, Linux, Windows Server, HTML5, XML, CSS, Adobe Suite, Adobe Marketing Cloud, Silverlight, Data extraction, Conditional Programming, Hubspot, Salesforce, JavaScript, E-Commerce, SQL, Google Analytics, Google Data Studio.

## Senior Systems Engineer

**Hendrix Business Systems Inc.**  
**From 11/2005 to 3/2013**

Responsibilities included supporting the sales staff in marketing and presenting workflow solutions for customers involving printing, networking, and overall management of workflow in office environments. This entails extensive understanding of each customer's needs and existing equipment as well as how their situation could be improved (cost effective and trouble free.)

**Specific responsibilities:** Training on software and hardware, demonstrating equipment, RFIs, Sales Presentations, Pre-sales calls, Workflow and installation diagrams, Software installation and training, Hardware Installation and training, Network connectivity, Customer issue troubleshooting and support. Extensive desktop support.

Created the **Network Design Services Department**. Provide detailed plans for implementation of networks and applications to small to large business environments. This includes planning diagrams, testing, purchasing consultation and ultimately implementation of hardware and software as well as ongoing support and maintenance.

(Managed team members: 5-7)

**Environment:** Sales, Project Management, SharePoint and SharePoint Online, InfoPath, Purchasing, Mainframe Systems, Linux, Networking, Microsoft Server 2000-2011, PDL, XML, SQL, Scanning Protocols, Data extraction, Workflow, Print Servers, Conditional Programming, Software demonstration, configuration and training, Mass mail.

**Skills:**

- Social Media Campaigns & Advertising
- Project Management
- Team Management
- Team Training
- Adobe Creative Suite
- Adobe Experience Manager (Cloud)
- Adobe Marketo
- Microsoft SharePoint
- InfoPath
- MS Power Apps & Workflows
- MS Projects
- MS Visio
- Mobile App Development
- WordPress, Joomla, Drupal, Creative Engine
- Bitbucket
- Google Data Studio
- Google Ads
- Google Analytics (GA4)
- Facebook Ad Manager
- LinkedIn Campaign Manager
- Asana
- Trello
- Basecamp
- Salesforce Marketing Cloud
- HubSpot CRM & Marketing Hub
- Hootsuite
- Sprout Social
- Magento
- JavaScript
- E-Commerce
- BrightEdge
- Mediafly
- ZoomInfo

**Recent Website Projects**

<https://broadstreethomes.com/>

<https://gridpigeon.com/>

<https://synergysteelcorp.com/>

<https://eis-inc.com/>

<https://powerfuse.com/>

<https://nema7.com/>

<https://grovemanornc.com/>

**References:**

(Professional) Brandon Schmidt - [SchmidtBps@gmail.com](mailto:SchmidtBps@gmail.com) - 618-698-7560

(Professional) Bari Kriependorf - [barikyfr@gmail.com](mailto:barikyfr@gmail.com) - 704-898-2025

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