

TIMOTHY M. PATE

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EXPERIENCE

University of St. Thomas Opus College of Business: *Marketing Manager (November 2017 – Present)*

- + Oversaw strategic marketing efforts as the primary marketing liaison to the undergraduate business program, the Schulze School of Entrepreneurship, and various other schools, programs, and centers within the Opus College of Business.
- + Wrote creative briefs and worked directly with the design team to develop eye-catching awareness, lead generation and lead nurturing campaigns across digital and traditional media.
- + Maintained complex databases for tracking results across digital platforms, and worked with the insights and analytics team to evaluate data and optimize campaigns. Built, evaluated and refined target audiences based on data sets.
- + Deployed sophisticated marketing campaigns on Facebook, Instagram, LinkedIn and Spotify. Wrote highly targeted LinkedIn InMail messages that generated 304 more leads than the goal of 100 for the new Master's program in Health Care Innovation.
- + Assisted in process management for the Opus College of Business website redesign, including content migration, design feedback, website governance and vendor relationships.
- + Updated website and provided training to internal partners on T4 and Cascade CMS platforms.
- + Led efforts to revamp the undergraduate prospective student brochure and presentation.
- + Proactively researched trends in digital and higher education marketing, and shared best practices with internal and external stakeholders to improve efforts.

Mall of America: *Digital Project Manager (March 2017 – November 2017) • Digital Coordinator (March 2015 – March 2017)*

- + Implemented digital strategies and managed projects across platforms, including web, mobile, digital signage, email, SEO/SEM, social media and more to bolster the integrated marketing and communications efforts at Mall of America.
- + Helped conceptualize, wireframe, and publish Mall of America's pilot mobile application for iOS and Android, which garnered more than 200,000 downloads during my tenure. Project managed multiple rounds of app updates.
- + Deployed automated and event-specific push and in-app message campaigns to drive traffic to MOA.
- + Oversaw the conceptualization, creation and rollout of the Mall's first-ever digital directory system. Worked across departments with the IT and construction teams to create a product that addressed the needs of shoppers.
- + Project managed the front-end redesign and back-end development of MallofAmerica.com.
- + Coordinated and managed content across Mall of America's web properties — including MallofAmerica.com, NickelodeonUniverse.com and others — on a variety of CMS platforms, including Wordpress and Drupal.
- + Utilized analytics tools to build and present reports to guide data-driven business decisions.
- + Created, edited and advised social media content on channels including Facebook, Twitter, Snapchat and Instagram.
- + Worked closely with video producers to make engaging internal and external video content, including VR content.
- + Built templates, created content, and deployed robust email marketing campaigns to segmented audiences.
- + Managed content across property-wide digital signage utilizing the CiscoVision interface.
- + Project managed redesign of Mall of America's blog, 55425. Oversaw a team of a dozen writers and contributed articles monthly as Editor-in-Chief. Saw consistent growth in readership every month as Editor-in-Chief.
- + Researched new trends in digital marketing and deployed campaigns utilizing emerging technology including robots, virtual reality, and AI.
- + Established Mall of America as a thought leader in the field of digital marketing by giving interviews about our digital innovation with the mobile app, digital directories, and blog.

Fenton Communications: *Account Executive (January – March 2015) • Account Coordinator (January 2014 – January 2015) • Communications Fellow (September – December 2013)*

- + Conceptualized and produced integrated marketing campaigns, including strategy documents, share graphics, media lists, press releases, organic and paid social media content, emails and blog posts to elevate our clients' causes and bring complex issues to the forefront of the public consciousness.
- + Created and managed editorial calendars for clients' digital tactics and activities on platforms such as Twitter, Facebook, Instagram, Reddit, Google+, LinkedIn, YouTube and more, and conducted social media community management across channels.

Fenton Communications (continued)

- + Worked with a variety of nonprofits, including the ACLU, the Humane Society of the United States, the Center for Community Change, FXB USA and others, to develop digital strategies in order to advance organizational goals.
- + Developed best practice guides, influencer outreach plans and social media toolkits for clients, and coordinated with a variety of stakeholders to develop overall strategy to enhance clients' brands on social media and the web.
- + Connected with reporters and pitched client stories by email and phone, and earned coverage in major media outlets, including *The New York Times*, *NBC*, *Mother Jones*, *POLITICO*, and many more.
- + Worked with leadership to identify new business opportunities and pitch potential clients on new projects.

Fyn PR: Consultant (June – September 2013)

- + Devised and implemented social media strategies and content for a wide range of clients, including Visit Loveland, Tutor Doctor and the Loveland Chamber of Commerce.
- + Conducted research and developed written materials, including opinion articles and blog posts, to position clients as thought leaders in their respective fields.

Colorado State University, College of Business: Public Relations Intern (January 2012 – June 2013)

- + Developed content for written and electronic communications for segmented markets for the College of Business.
- + Aided in successfully doubling media coverage of the College of Business from April 2012 to October 2012. Increased production of press releases by 46 percent.
- + Implemented blogging tactics and developed creative content to increase readership and synergy with social media channels and the website. Increased average daily views of the blog by 450 percent.

EDUCATION

Undergraduate • Colorado State University, Fort Collins, CO: Graduated May 2013, *cum laude*

Bachelor of Arts: *Journalism and Technical Communication (Public Relations concentration)*

- + Honors Scholar, Dean's List, Outstanding Journalism and Technical Communication Graduate
- + Robert Schenkein Public Relations Memorial Scholarship, Clyde E. Moffitt Memorial Scholarship
- + Public Relations Student Society of America (PRSSA): Treasurer (August 2012 – May 2013)

Executive Education • University of St. Thomas, Minneapolis, MN: April – May 2018

Strategic Social Media Marketing: 2.1 CEUs, 21 Contact Hours

SKILLS + KNOWLEDGE

Content management + creation: HTML/CSS, CiscoVision, Adobe Creative Suite, WordPress, Drupal, T4, Cascade, MailChimp, Salesforce CRM, Appboy CRM

Project management: Asana, Basecamp, Insight, Microsoft Teams, Smartsheets

Digital marketing: Twitter, Facebook, Instagram, Snapchat, Reddit, LinkedIn, Spotify, Snapchat, YouTube, Spreadfast, Sprout Social, Buffer, Google Adwords, Google Analytics, Power BI

Other: Microsoft Office Suite, SiteImprove, Cision

MEMBERSHIPS + INVOLVEMENT

Big Brothers Big Sisters of the Greater Twin Cities: Big Brother Volunteer (January 2017 – Present)

St. Paul Ballet: Member of the Board, Marketing + Communications Advisor (June 2015 – August 2017)

Angie Craig for Congress: Volunteer (November 2015 – Present)

Project Management Institute: Member (May 2017 – May 2018)

Sports and Entertainment Alliance in Technology (SEAT): Member (June 2017 – June 2018)

Minnesota Chamber of Commerce Leaders Lab: Participant (May – November 2016)