**Cate Patricolo**

**Summary**

* Full marketing funnel strategy in English/Spanish, including brand equity creation, copywriting and press relations, networking, paid/organic/social/web/network digital marketing, tradeshows/festivals, email marketing, and CRM/lead nurturing/marketing automation.
* Experience managing teams up to four and various agencies, and over 12 vendors/partners at one time.
* Expert in Google Ads/Analytics, HubSpot, Bing Ads, WordPress, Salesforce, Infusionsoft, and Marketo, others.
* Specializing in marketing for the Triple Bottom Line: People, Planet, Profit.

**Relevant Experience**

**ASSOCIATE VICE PRESIDENT: DIGITAL MARKETING STRATEGY**

*GQR GLOBAL MARKETS* 11/2019-04/2020

* Conscious capitalism branding and transparency strategy with KPI metrics
* Marketing and branding strategy for global business with six offices in four countries (U.S.A., U.K., Australia, Germany)
* Revamped and optimized Monthly and Quarterly marketing platform reports into novel Marketing Funnel format
* Overhaul of SEO for website, blogs, general content marketing
* Platform and vendor contract management
* First paid social campaigns for the company with A/B testing, landing page and email drip campaign follow-up
* CRM management, Hubspot and Bullhorn
* Launch of Client and Candidate regeneration programs
* Launch of team Referral & Rewards programs
* Gathering and analysis of original marketing data to inform strategy and optimization

**PRINCIPAL CONSULTANT**

*AMONG THE STARS CONSULTING* 10/2012-11/2019

* Registered as an Oregon Benefit LLC marketing strategy consulting company
* Expert in building comprehensive marketing strategies aimed at putting core competencies and core values in front of the optimum target audiences at the optimum times, including marketing strategy, campaign execution tasks, and metrics analysis for maximum Return-On-Investment (ROI)
* Organized and optimized Google and Bing PPC accounts for clients with over $300,000 monthly budget
* Designed full marketing funnels for high-spend clients including adding 3-5 new multichannels without increasing monthly budget
* Re-designed comprehensive marketing strategy and optimized conversion funnel for a recent client that brought CPA from $1,300 per transaction down to $190 per transaction in just 90 days
* Set up DoubleClick for Publishers for a nonprofit client to sell premium advertising space on its website for $30,000 to $100,000 per advertiser per month; trained in-house staff in how to use and created a personalized DFP manual
* Mid-size budget digital media buying
* CRM and Marketing Automation for small, medium, and enterprise clients
	+ Strategizes and builds full marketing funnels specific to clients’ needs
	+ CRM integrations including BigCommerce, Trade Gecko, MailChimp, Eventbrite, Meetup, Quickbooks, Timesheets
	+ Social media marketing and content calendar for Facebook, Instagram, Twitter, LinkedIn, Pinterest and Snapchat, plus use of Hootsuite, Canva, Color Story, Adobe Stock, Animaker and Piktochart for post creation
	+ Team project collaboration using Microsoft Office Suite, Google Docs, Slack, and Adobe Creative Suite
* Generates streamlined reports of Key Performance Indicators (KPIs) using Adobe Analytics, Google Analytics, DashThis and/or Google Data Studio based on client needs and abilities
* Creates tailored B2B and B2C Direct sales and marketing funnel strategies for any marketing budget
	+ Profitable strategy for a variety of business models, including eCommerce, brick-and-mortar, lead-gen and subscription
	+ Immediate revenue generation using marketing budgets ranging from $500 to $350,000 per month
	+ Seamless strategy to integrate online and offline marketing efforts, ex: digital marketing strategy executed at a razor-targeted audience for a live popup event spurring online sales growth, brand awareness and recognition, and record event attendance
	+ Translated the entire food handlers permit training course and exam for the state of California from English to Spanish
	+ Grew mailing list for a small client from 0 to 1,500 qualified subscribers in 3 months on $500 per month budget
* Keyword ninja for SEO, SEM and QA, including meta and alt data tags, for both paid and organic search
	+ Proven to increase organic visibility within 3-6 months
	+ Demonstrated lower CPAs on paid advertising by 10-30% for clients at all budgets within 3-6 months
	+ Use Screaming Frog SEO Spider in conjunction with other resources to give all clients a full digital audit
* Optimization of consumer data tracking, lead tracking, and conversion path analysis
	+ Carefully applied A/B testing for optimal response from target markets of a client’s business to find most profitable audiences for various platforms over 8 potential variables in a 30-day period
	+ Analysis of internal/external paid and organic content data (Shopify, BigCommerce, WordPress, Google Analytics, etc.); for one high-end client, analysis revealed gaps in audience targeting, generating over 3,500 top-tier sales in 30 days
	+ Agile project management strategy planning for optimizing digital and non-digital campaigns prior to campaign completion
* Manage teams of 2-4 direct reports
* **Sample Enterprise Clients:** [ILS](http://ilsmart.com/) (a Boeing company), [Aviall](http://aviall.com/) (a Boeing company), [Occuscreen](http://occuscreen.com/), [BlueVolt](http://bluevolt.com/), [eFoodHandlers](http://efoodhandlers.com/), National Psoriasis Foundation, Showers Pass
* **Startup Clients:** [Evelyn & Bobbie](file:///Users/LadyAmongTheStars/Library/Containers/com.apple.mail/Data/Library/Mail%20Downloads/BD4B660A-E4F9-4C25-9203-60D13D32F19B/evelynbobbie.com), [BeFab Revolution](file:///Users/LadyAmongTheStars/Library/Containers/com.apple.mail/Data/Library/Mail%20Downloads/BD4B660A-E4F9-4C25-9203-60D13D32F19B/befabrevolution.com), Tikva Pharmaceuticals, CmBnD, Sagely Naturals, Revenue Academy
* **Small/Mid Size Clients:** [Dusted Valley Winery](https://www.dustedvalley.com/), [Brooks Winery](http://brookswine.com/), [eFoodHandlers](http://efoodhandlers.com/), Indie Ella, [Shibori Northwest](file:///Users/LadyAmongTheStars/Library/Containers/com.apple.mail/Data/Library/Mail%20Downloads/BD4B660A-E4F9-4C25-9203-60D13D32F19B/shiborivortex.com).

**PAID MEDIA SPECIALIST** (SEASONAL)

*ANVIL MEDIA, INC* 10/2017-01/2018

* Focus on profit maximization over the holiday season for eCommerce and Lead Generation clients
* Paid media strategy, implementation, maintenance and optimization including all social media, search, shopping, video, display and programmatic platforms
* Coordination between client interests, best practices for the industry, and platform
* 12 client accounts fully managed per month, including Fair Trade Certified, Vesta, Cloud Foundry, A-Dec

**SMB SEARCH SPECIALIST**

*LOGICAL POSITION* 03/2016-06/2017

* 2,500%+ return on ad spend (ROAS) for best small business accounts
* 88-100+ client accounts managed in any given month including account building, additions/changes, and optimizations
* 2-4 new clients on-boarded per week with less than 4% average churn rate
* Digital marketing campaign design using the entire spectrum of Google and Microsoft marketing products
* Measures client return on ad spend through analyzing key performance indicators (KPIs)

**Work Experience Abroad**

* Sustainable Fashion Marketing Consulting for Exclusive District, Among the Stars Consulting –– Paris, France, May 2018
* Sustainable Social Enterprise Consulting, Dr. Reddy’s Foundation — Hyderabad, India, 2015-2016
* Marketing and Public Relations Consulting, Among the Stars Consulting — Mexico City, Mexico, February 2014

**Education**

* Portland State University, Portland, OR — MBA, Social Enterprise, 2016
* Champlain College, Burlington, VT — MBA, Marketing (Transferred 2014)
* Washington State University, Pullman, WA –– MS, Zoology/Genetics, 2008
* University of Oregon, Eugene, OR — BS, Biology/ Spanish, 2005

**Associations**

* SoCon Networking – Founder and President
* Conscious Capitalism Los Angeles – Executive Member
* The People’s Ink – Active Member, Patron, and 2018 Anthology Editor
* Robichaux Et Al Running Club – Active Member

**Principal Software and Application Skills** (Not Listed Above)

* Able to provide own laptops (Mac and PC); encryption and data protection settings; access to everything listed.
* Full home office.
* WordPress: Recommended business users. Also specialize in Wix, Tumblr, Ello, SquareSpace and Blogspot.
* Bit.ly, Buffer, Hootsuite, TweetDeck, Edgar: Social media automation or analysis enhancement.
* Constant Contact, Mailchimp: Email marketing starter software.
* Ewid, Shopify, BigCommerce, CrateJoy, Join.it: Programs used to create websites with functional shopping carts for small businesses selling goods, services, or digital products online.
* PayPal, Stripe, Apple Pay, and WePay: Allow businesses to accept payments online.
* Adobe Creative Suite, including Photoshop/Premier/InDesign
* MS Excel, Word, PowerPoint, MS Access, MS Project, Apple iWork Pages, Numbers, Keynote, OpenOffice.