

SANDI PATTERSON

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INTERNET MARKETING MANAGER

Visionary innovator who can anticipate how technology innovation unfolds and capitalize on opportunities to drive development of new technologies from the abstract into the consumer's hands.

Internet Marketing Management professional with a 15-year career noteworthy for rapid advancement into senior management, high-profile leadership assignments that are international in scope, and a successful track record of guiding technology products from concept to commercialization. Demonstrated capabilities in strategic thinking, planning, and execution, as well as organizational leadership and partner relations. Offer a strong leadership profile that includes an astute business and entrepreneurial mindset that has provided immense value to employers in conceptualizing, developing, and bringing to market technologies that differentiate the company from its competitors.

LEADERSHIP ACUMEN

- **Entrepreneurial Genetics** – conceptualize new technologies, crafting the vision for development, incubating the business model, forming the team, and driving through to delivery.
- **Team Building & Leadership** – bring together large cross-functional teams with diverse skill sets, instilling a strong culture of collaboration, building the synergies, and leading them to outperform peer groups.
- **External Engagement** – create engineering stickiness with partners, building strong and highly collaborative relationships, demonstrating credibility and expertise, and winning stakeholder confidence and trust.

AREAS OF EXPERTISE

Technology Operations Leadership	Product Development & Commercialization	Organizational Leadership
Strategic Planning & Execution	Research & Roadmap Management	Technical Due Diligence
Competitive Differentiation	External Partner Relations	Business Incubation
Social Media Marketing	Stakeholder Engagement	Technology Innovation
Staff Leadership & Development	Business Development	Performance Improvement

EDUCATION & CREDENTIALS

Master of Business Administration (MBA) – Expected 2019

Thesis: Social Media Marketing Strategies for Profit and Nonprofit Organizations

Franklin University, Atlanta, GA

Bachelor of Science (BS) – Business Administration – 2012

Franklin University, Atlanta, GA

PROFESSIONAL DEVELOPMENT

Social Media Marketing for Professionals, International Marketing Association (2017)

Generating Digital Marketing Content, International Marketing Association (2017)

Digital Design Strategies, International Marketing Association (2016)

CAREER CHRONOLOGY

Mandrake Company, Atlanta, GA

2014-2018

INTERNET MARKETING MANAGER

Served as an integral part of the management team, accountable for directing all facets of the company's internet marketing operations. Developed the strategic plans and roadmaps that defined the future direction of company products, anticipating industry trends and competitor activities to determine optimal courses of action. Fueled development and commercialization of new mobile communications technologies, as well as built key relationships with global mobile communications entities

- Played a vital role in creating and defining the corporate mid-range strategy relating to development of a new wearable/IoT business, leading to successful introduction of smart wearable devices in 2015, promoting the company and product brand in new online markets.
- Increased quarterly revenues to \$1.7M within first year of launching email and social media marketing service, establishing company as the leading online marketing provider.
- Scrutinized partnership and collaboration opportunities, and performed technical due diligence around prospective technology venture engagements, making recommendations for action to the CEO.
- Selected to serve on the Mandrake Technology Committee and as a member of the Board of Directors.

Johnson Concrete Specialists, Columbia, SC

2011-2014

SALES & MARKETING ASSOCIATE

Initially recruited as a Sales & Marketing intern for this large landscaping company; promoted to a full-time position based on job performance and work ethic.

- Created promotional content for networking and tradeshow events, in paper and digital formats.
- Held accountability for managing 40+ client accounts. Worked directly with clients to communicate product applications and options, developing project timelines, and creating cost estimates based on individual client needs.

PROFESSIONAL AFFILIATIONS

Member, International Marketing Association (2014-Present)

Member, Digital Design Career Institute (2012-Present)

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