

Sandi Patterson

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Internet Marketing Management Professional

HIGHLIGHTS

- Experienced manager with more than five years in Internet Marketing and Sales.
- Robust record of success in managing product launches and ongoing marketing campaigns that exploit new technologies such as social media.
- Able to motivate others to realize potential and meet organizational objectives within a short span of time.

EDUCATION

MBA, Internet Marketing, anticipated 2016
Franklin University, Atlanta, Georgia
Thesis: Social Media Marketing Strategies for Profit and Nonprofit Organizations

SELECTED ACHIEVEMENTS

MBA, Marketing Program, Franklin University, Atlanta, Georgia, 2013-present

Marketing Manager, Mandrake Company, Atlanta, GA, 2012-2015

- 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.
- Launched a cooperative marketing product, gaining 34 clients and significant revenue in the first 4 months.
- Initiated innovative strategies to increase company's name recognition in new online markets.
- Created and executed strategic sales/marketing plans for key accounts.
- Hired, trained, and supervised sales/marketing team; delivered periodic performance evaluations, apportioning raises, and bonus grants.

Sales Associate, Edelweiss & Sons, Columbia, SC, 2010-2012

- Collaborated with Marketing Department to design online promotions and tradeshow displays.
- Managed 46 online and 23 brick-and-mortar accounts, realizing a 20% uptick in revenue for the company.

Corporate Trainer, Verity Corporation, Birmingham, AL, 2007-2010

COMMUNITY SERVICE

Events Promotions Volunteer, Festive Occasions, 2014-present
Member, Environmental Board, 2010-2014