

WILLIAM PATE

MARKETING & PUBLIC RELATIONS

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Silver Communicator Award of Distinction
Academy of Interactive and Visual Arts



Social Media Marketing Certification
Hootsuite

HubSpot | Academy

Email Marketing Certification
HubSpot Academy

CAREER OBJECTIVE

I'm open to relocate for new opportunities, challenges and growth as a communications, marketing or brand manager. I'm seeking to join an innovative and collaborative team with whom I can share my 16 years of marketing, public relations, legislative policy and governmental relations expertise.

EXPERIENCE

2015 **Marketer**

Today **Innovative Computing Systems, Inc. (Austin, Texas)**
Innovative is a legal information technology integrator and managed services provider with a national presence. In my role as sole marketer, I'm responsible for all aspects of marketing.

Digital/Social/Print

- Responsible for marketing and brand media/collateral: digital, social and print.
 - Strategize and plan media/collateral needs in collaboration with executive sales team.
 - Create, analyze, and optimize content for social media presence (Twitter, Facebook, YouTube, and LinkedIn). Ensure timely user engagement and issue management.
 - Ensure website is fresh and sticky. Write new content and create new pages. Strategize and execute site redesigns.
 - Create, conduct, and promote webinars on legal IT industry topics.
 - Work with print and digital designers providing strategy, CD, PM, and budgeting on projects like print brochures, postcards, ads, event materials, digital infographics, ads, websites and downloadables.
 - Create presentations on topics of interest to legal IT industry.
 - Work with software developers providing direction, PM, and budgeting on projects like site refreshes and back-end site updates.

Public Relations

- Manage public relations and communications for Innovative.
 - Ideate and write press releases.
 - Initiate and grow relationships with editors in legal IT and cybersecurity spaces.
 - Develop and pitch ideas to editors.
 - Distribute PRs through various PR channels and Innovative website.

Ad Campaigns

- Concept and direct digital and print ad campaigns. CD designers to design media/collateral. Collaborate with internal sales teams to identify target segments.
 - PPC ad campaigns on Facebook, LinkedIn, Instagram and Google AdWords.
 - Digital ad campaigns on technology, legal associations, IT leadership blogs and websites.
 - Email campaigns, including monthly newsletters and inbound marketing email.
 - Print campaigns tied to industry and association events throughout the year.

2015 **Analytics**

Today

- Analyze social, email, and other digital ad campaigns using HubSpot and Google Analytics.
- Monitor site metrics. Conversion rates, time-on-site, funnel drop off, content downloads.
- Generate reports to present to executive leadership on success of marketing efforts.

Tradeshows & Conferences

- Plan for Innovative presence at yearly tradeshows and conferences.
 - Coordinate with conference/tradeshow sponsors regarding dates, budget, booth, attendees and setup.
 - Provide CD, PM, and budgeting on necessary digital or print media/collateral.
 - Manage tradeshow/conference logistics (shipping, travel, speaking and attendee schedules).
 - Attend tradeshows/conferences as a representative of brand. Build relationships and gather leads.

Writing & Editing

- Primary writer and editor for Innovative.
 - Write case studies, white papers, articles, blog posts, emails (monthly newsletter, alerts, inbound marketing), and copy for print, digital or social media/collateral.
 - Write and distribute press releases.
 - Copyedit anything that is written before it is published by Innovative.
 - Persuade engineering to contribute to blog.
 - Ghostwrite content for engineers and executive management.

Major Achievements

- Site traffic increased by 100% in 2016, and increased by another 100% in 2017.
- Email campaigns average 14.06% open rate and 4.93% click-through rate.
- Leads database size increased by 212%.
- Created new social media presences and grew following organically:
 - Twitter traffic increased 49%
 - YouTube channel with over 35,000 views.
 - LinkedIn has 777 followers

2014 **Content Strategist**

Somnio Solutions, Inc. (Austin, Texas)

2015

Somnio is a B2B digital marketing agency that provides marketing strategy, creative services, and social media for Fortune 100 companies.

- Worked in a consulting capacity for primarily technology clients, including IBM, HP, Dell, EMC².
- Conducted research for projects, including SME and stakeholder interviews.
- Lead concepting for strategy based on business goals and user needs discovered through research.
- Lead planning, management, and creation of content strategy.
- Collaborated and coordinated with UX, PM, and Engineering.
- Created deliverables including content inventories and audits, gap analyses, and content models.
- Produced digital content for websites, ads, presentations, interactive infographics, surveys, and quizzes.
- Consistently delivered under compressed timelines and within budget.

Major Achievements

- 2015 Silver Communicator, Award of Distinction from Academy of Interactive & Visual Arts for IBM ECM Smarter Content Advertising & Marketing Microsite (www.somnio.com/the-2015-communicator-awards/)
 - Lead content strategist and writer on project. Created concept, strategy and content.
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2007

Principal

Pate Consulting (Austin, NYC, New Orleans)

2017

Since graduating from college, I've run my own consulting business working with a variety of clients in corporate, nonprofit, and political sectors. My areas of expertise are in marketing, PR, social media, content strategy and curation, writing, research and public policy. These are a few of my longer engagements.

Feature Writer, Blogger

Terra Education, Inc. (2015 - 2016)

Terra Education is an educational travel agency that creates Global Leadership Adventures programs for students to volunteer and learn internationally.

- Wrote feature articles and blog posts for The Young Leader (theyoungleader.experiencegla.com)
- Researched assignments on variety of topics from food to surfing to college essays.

Business Manager

Booda Studio, LLC (2013 - 2015)

Booda Studio was my wife's UX design and strategy business. I joined her to work on the business management side while she handled the creative side.

- Helped design business, including setting up financial systems, hiring employees and putting processes into place.
- Managed financials, accounting, payroll, and taxes using QuickBooks Pro.
- Sourced and cultivated vendor relationships for print and visual design, as well as software development.
- Worked with very large clients on contracts and invoicing, including UPS, JCPenney, CapOne, Sapient, Razorfish.

Writer, Editor, Researcher

Bravarro Public Affairs (2012 -2015)

Bravarro is a public affairs firm that focuses on legislative affairs and public policy.

- Conducted primary and secondary research on a wide range of public policy issues within the healthcare, environment and insurance sectors.
- Crafted simple and direct messaging strategy from very complex policy and legislation.
- Developed white papers, reports, press releases and media kits for distribution to clients, stakeholders, media, legislators and their staffers.

Social Media Manager, Writer

Texas CEO Magazine (2011 -2017)

Texas CEO is a print and digital magazine that produces content and speaker series targeted to C-level executives in Texas.

Social Media Management

- Increased brand awareness through social media platforms (Twitter, Facebook, LinkedIn) and with partner relationships).
 - Developed social media strategies in collaboration with publishers.
 - Published daily content using HootSuite Pro.
 - Ensured timely user engagement and issue management.
 - Analyzed performance using HootSuite Pro and Facebook Insights.
 - Developed database of Texas business content sources in addition to CEO.

Writing

- Wrote feature stories, blog posts and other content for print and digital editions.
 - Pitched story ideas and collaborated on issue themes with publisher. Coordinated with contributing writers.
 - Curated, edited and published weekly email newsletter via myEmma.
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2007

**Marketing & PR, Legislative Research Fellow
Texas Freedom Network (2007 - 2013)**

2017

Texas Freedom Network is a nonpartisan think tank and advocacy organization that supports research and civic education to promote individual liberties and public education in Texas.

Marketing & PR

- Published TFN Daily News Clips email, with a 7,000 subscriber reach.
 - Curated and wrote summaries of newsletter content published using Convio.
 - Analyzed performance using Convio.
 - Developed database of policy area content sources in addition to TFN.
- Wrote and published content daily for website in collaboration with Communications Director.
- Managed creative of blog, TFN Insider (www.tfninsider.org).
 - CD of visual and interaction design.
 - Created content strategy and wrote content.
 - Analyzed performance using Convio.
 - Assisted in setting up SEO and analytics.
- Researched, wrote and edited large-scale reports, white papers and press releases.

Legislative Research Fellow

- Lead researcher and editor for small-to-large research projects.
 - Distributed reports to public, press and legislators to further advocacy goals.
- Monitored TX Legislature and TX SBOE activity. Attended meetings and used legislation tracking software to monitor potential policy changes.
- Conducted and analyzed opposition research on groups and individuals.

Major Achievements

- As Social Media Manager for Texas CEO, organically increased Twitter following from double digits to almost 5,000.
 - Achieved this 9,000% growth with no advertising and only 4 pieces of new CEO website content published monthly.

2007

**Policy & Research Director, Texas Legislative Study Group
Staff Member, Office of Garnet F. Coleman, Texas House of Representatives**

2010

LSG is a caucus in the TX House of Representatives dedicated to advancing public policy benefiting TX families. Rep. Coleman is a longtime state representative from Houston.

- Supervised staff of eight policy analysts. Helped develop skills in drafting bill analyses and evaluations.
- Collaborated on development of strategy for policy and goals.
- Consulted with legislators and legislative staff on proposed legislation.
- Tracked, researched and analyzed proposed legislation.
- Wrote bill analyses and evaluations on extremely compressed timelines. Identified flaws and suggested areas for improvement in legislation.
- Wrote and edited white papers, talking points, articles and fact sheets on specific policy proposals.
- Published weekly news email sent to legislators, staff and supporters via ConstantContact.
- Wrote and published content daily for website.
- Primary areas of expertise: Education, Labor, Defense and Security.

Major Achievements

- During 80th session, was recognized by TX House with a resolution noting my research and policy analysis work on labor issues for LSG.

EDUCATION

Degrees & Coursework

B.A. Summa Cum Laude
English Writing and Rhetoric/Minor: Political Science
St. Edward's University
18 hours graduate study
St. Edward's University

Certifications

Social Media Marketing Certification
Hootsuite
Email Marketing Certification
HubSpot Academy
