

# 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 seeking new opportunities, challenges and growth as a communications or marketing manager. I'm seeking to join an innovative and collaborative team with whom I can share my 17 years of marketing, public relations, writing, public policy and governmental relations expertise.

## EXPERIENCE

2018 **Content Developer (Writer)**  
**KLA Group (Denver, Colorado)**

2019 *KLA Group is a sales and marketing agency based in the Denver, Colorado area with a global list of clients. This is a remote position.*

### **Content Development/Writing/Editing**

- Plan content to write based on clients' lead generation strategy, target markets and personas.
- Write compelling nurturing and door-opening campaign content (blog posts, emails, direct mail, ebooks, infographics, product offers, social comments, etc.).
- Write product, social advertising and web content.
- Conduct research to incorporate into content.
- Interview subject matter experts to create content.

### **SEO/Social Media Strategy & Implementation**

- Manage KLA Group's social media.
- Analyze results of campaigns and adjust tactics accordingly.
- Maintain current knowledge of best practices on various social media platforms.
- Differentiate clients through their content.
- Incorporate SEO keywords into content to increase SEO ranking.
- Integrate client specific differentiators and highlight their customer results.
- Incorporate personas and target market strategy content.
- Review content performance to refine it and improve client results.

### **Management**

- Manage content development to project timeline.
- Manage projects in FunctionFox.
- Work closely with client account managers to complete projects on time and within scope.
- Direct graphic designers to create designs for content.
- Identify new opportunities to retain and grow client accounts.

### **Process Development**

- Develop and document processes for content development and other areas.
- Create and maintain agency style guide based on AP style.
- Train staff in processes.

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2015  
2018

## **Marketer**

### **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 was responsible for all aspects of marketing. This was a remote and on-site position.*

#### **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.

#### **Analytics**

- 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.
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2015

## Writing & Editing

2018

- 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, EMC<sup>2</sup>.
- 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/](http://www.somnio.com/the-2015-communicator-awards/))
- Lead content strategist and writer on project. Created concept, strategy and content.

2006

## Principal Pate Consulting (Austin, NYC, New Orleans)

Present

*Since 2006, 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.*

2006

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

Present

*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.*

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## 2006 **Marketing & PR**

Present

- 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](http://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.

## 2011 **Social Media Manager, Writer** **Texas CEO Magazine**

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.

### **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.
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2012 **Writer, Editor, Researcher**  
**Bravarro Public Affairs**

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.

2007 **Policy & Research Director, Texas Legislative Study Group**  
**Policy Analyst, Texas House of Representatives**

2010 *LSG is a caucus in the TX House of Representatives dedicated to advancing public policy benefiting TX families.*

- 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**

- Recognized by Texas House resolutions for research and policy work during 80th and 81st Legislatures.

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## 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

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