

Patricia Beth Barker

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Technical Skills

Web Design Certificate 2010, President's List and Dean's List. Web Development Certificate 2016 (not completed), President's List and Dean's List. Adobe CS5 Suite (Illustrator, Photoshop, InDesign), Microsoft Office Suite (Excel, Publisher, PowerPoint, Word, Outlook). Experience with CMS and CRM (WordPress, MySeniorCenter), data tracking and analytical tools (MOZ, Google Analytics).

South Park Senior Center

Interim Executive Director, 11/17/2017 – 11/19/2019

Program Coordinator, 11/19/2019 – 12/16/2020

South Park Senior Center (SPSC) served a predominantly low income (88%), highly diverse population of American and Native American, Vietnamese, Cambodian and Latino adults, many of whom are immigrants and native foreign language speakers. The center offered low-cost meals, social work services, leisure, health, arts and educational programs vital to the community.

Assisted in writing, sourcing and gathering data for grants and other funding. Budget increased through grants and awards from \$178,000 (2017) to over \$480,000 (2020). Prepared documentation, reports, and communications with staff, funding agents and the Board of Directors.

Managed contract employees, kitchen and custodial staff. Reported directly to the Board of Directors. Set up MySeniorCenter CRM to augment reports and tracking. Increased participation from 308 seniors in Dec 2017 to 2022 seniors in March 2020.

During the Covid-19 lockdown, (beginning March 2020) coordinated with staff, volunteers, Access and Hyde Shuttle to facilitate up to 380 hot meal and produce deliveries weekly to seniors on Mondays, Tuesdays, Wednesdays and Fridays. Coordinated volunteer translation and language specific literature delivery weekly in English, Vietnamese, Khmer and Spanish.

Managed and coordinated Sound Generations Community Dining with South Park Senior Center including monthly reports and data entry into MySeniorCenter CRM. Coordinated with CareerPath for kitchen volunteers and entered payroll hours digitally.

Coordinated with Hilary RH Jauregui, DNP, MN, RN and seniors in the UW Bachelor of Nursing program, in their Community Health Nursing clinical rotation in situ community experience. Students provided an annual guide to facilitate yearly Flu Shot Clinics; how to source flu vaccines and staffing, social media and marketing and distribution. Coordinated annual Flu Shot clinics for the seniors and adults in the South Park community.

Facilitated and organized community and cultural events in coordination with seniors and community partners; Cambodian New Year, Vietnamese New Year (TET) and Moon Festivals, Christmas Ships and Blake Island cruises, Fresh Bucks sign up and focus groups, and the South Park ORCA Pop-up Station. Cofounded and promoted educational events with the South Park Seattle Library Branch. Organized and managed weekly events at the facility; Enhanced Fitness, Thai Chi, yoga, and dance classes, karaoke, ceramics, jewelry, cards, games, educational presentations, community and cultural announcements and hot meals 4 days a week prepared and served on site.

Seattle Central Community College

Web Development, Jan 2014 - 2016

Self-Employment

Various contracts, Nov 2013 – Nov 2017

Web Design/Development, Marketing, Real Estate Office Admin, MLS data entry, QuickBooks data entry, SEO Strategy, Content and Social Media Development. Website design/development project: [Seattle Emergency Hubs](#).

Bend Research

SEO/Content Management, June 2013 – Nov 2013

Temporary Contract - Web content management, design and on page SEO. Edited existing company website page design on Drupal CMS and edited content with a focus on SEO. Constant Contact email campaigns: assisted in edits, tracked results and delivered emails on predetermined schedules.

Medical Legal Consultants of Washington

Legal Assistant/Office Manager, Aug 2012 – May 2013

Assisted in organization of legal files and client data. Prepared and filed client intake documents. Supported and managed daily scheduling, travel arrangements and court dates. Maintained client lists. Entered QuickBooks data, prepared bank reconciliation and documents for the CPA.

Intellian Technologies

Marketing Coordinator/Web Content Manager, Oct 2011-June 2012

Edited and created content on existing company website, brochures and catalogs using Comsys EPiServer CMS. Assisted in development of new website in fall 2012 with a focus on SEO best practices.

Coordinated and organized Trade Show events and Conferences: organized resources, booth logistics, show website product content submissions and press releases, etc. Updated dealer and distributor lists. Assisted with creating and tracking B2B email and Social Media campaigns to promote manufacturer.

H&R Block

Marketing Coordinator, Nov 2010-May 2011

Partnered with Regional Director (RD) to create field marketing plans and calendar of events for 70 regional tax offices. Maintained budget for local marketing initiatives. Identified and developed Strategic Partnerships in the community. Coordinated logistics for community events, festivals and other marketing initiatives (door-to-door delivery of over 20,000 printed flyers) to promote H&R Block.

Communicated with tax office managers on marketing plan progress and needs. Tax Season 2011 achieved an 8.7% increase in new client base for the region.

Seattle Community Capital Development Center

Social Media, Business Development, 2010

Seattle Central Community College

Web Design Certificate, Oct 2008 - 2010

Go2Marine

Internet Marketing & Sales, May - Oct 2008

Collaborated on content development to provide promotional opportunities for products featured in various marine industry publications and Go2marine's website. Recommended ways to improve the company outreach and Brand. Identified the competition. Generated content using SEO best practices to develop landing pages on marine industry and nautical related blogs and Social Media.

The Seattle Marine Group, Ltd

Advertising & Marketing Director, April 2006 – May 2008

Created and distributed Public Relations materials, and marketing promotions that supported the sales of 6 marine service and sales companies within the Corporation. Responsible for all marketing budgets, Trade Shows, special events and retail marketing programs and efforts. Researched and identified targeted segments in client and prospect lists to complement each division.

Developed graphics, copy and layout for redesign of 7 company websites. Directed photo sessions for marketing initiatives, posted new images to websites and updated digital library.

Directed Brand development strategies, and marketing and sales campaigns targeted to boat owners using print, radio, direct mail, email, e-commerce as well as special event and Trade Show marketing across the Puget Sound region.

Japan Radio Company, Ltd

Public Relations & Marketing Coordinator, April 2002 – April 2006

Managed the development, design and execution of corporate marketing campaigns for high seas and pleasure boat marine electronics products in North and Central America. Collaborated with Amsterdam and Tokyo marketing teams. Maintained and updated the US website as new products were introduced to the global market. Planned, executed and budgeted Trade Shows and Conferences.

Coordinated with designer to create manufacturer's new product Press Release brochures, sales and service bulletins and product software updates. Distributed Marketing and Product information to the media, manufactures representatives, dealers and distributors in the US and Canada.

Set up JRC marine equipment donation and training partnership with the Seattle Maritime Institute on the ship canal. Responsible for facilitation of all US, Canada, Central and South American dealer, distributor and technician training events; catering, hotels, equipment logistics and set-up, printing of CD's and product manuals for new products.

Education:

Kalamazoo College

3 years, Biology/Chemistry

Western Michigan University

2 years, Accounting/Marketing

Seattle Central Community College

Web Design Certificate 2010

Seattle Central Community College

Web Development Certificate 2016 (Not completed)