

TODD DEARBORN

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EDUCATION

The University of Texas at Austin – McCombs School of Business

May 2025

Master of Science, Marketing | Current GPA: 3.67

- #2 Nationally ranked MS Degree in the US for marketing
- Key Projects: CLV Modeling & Consulting, Digital Marketing Revamp, Brand Development & Market Growth Strategy
- Key Coursework: Advanced Data Analysis & Visualization, Brand & Product Management, AI in Business

Southwestern University, Georgetown, TX

May 2023

Bachelor of Arts in Business | GPA(Major): 3.64

- Double Minor: Communication Studies & Political Science, Collegiate Athlete, SCAC Academic Honor Roll

PROFESSIONAL EXPERIENCE

Strategic Commercialization Lead – FEAM; St. Petersburg, FL

August 2025 - Present

- Led commercialization and business restructuring, aligned the patent holder, investors, and manufacturing partners
- Developed core materials, including MOUs, term sheets, business plans, and cost packages, managed investor appeal
- Built the website and coordinated between engineering, R&D, and investors to scale the product manufacturing line

BAT Home Consulting LLC – Co-Founder/Co-CEO; St. Petersburg, FL

January 2024 - August 2024

- Co-founded investment realty consulting firm, specializing in foreclosure property renovations, market research
- Managed & scoped projects, contacted & scheduled contractors, personally negotiated a \$200,000 deal
- Projects ROI (during tenure): ~24%, generated \$500,000+ in revenue during tenure

MARKETING STRATEGY AND ANALYTICS PROJECTS

Marketing Master's Capstone Project – Project leader; Austin, TX

Fall 2025

- Led UX-focused CLV modeling project, translating complex user behaviors into clear visual insights to guide strategy
- Applied BigQuery and SQL for advanced analytics, enhancing customer segmentation and targeting strategies
- Led final presentation of actionable insights to improve user retention with UX purchase strategies

Asheville Glamping Company – Project leader; Asheville, NC

Spring 2023

Digital Marketing Audit + Strategy Recommendations Capstone

- Awarded 1st place for digital marketing audit, highlighting growth potential through UGC and SEO enhancements
- Boosted website traffic by 1,000+ daily visitors, improved CTR by recommending UX and visual content updates

The “Business of Food” White Paper: The Growth of Ghost Kitchens – Project leader; Georgetown, TX

Fall 2023

Capstone in Business, Southwestern University

- Researched growth opportunities, anticipated trajectories, predicted three distinct influencer market opportunities
- Determined technological innovations, conducted three interviews with C-Suite executives of ghost kitchens

Streamlined Marketing – Founder; Austin, TX

November 2023 – February 2024

Freelance Google PPC Campaigns for Law firms

- Paid media campaigns that generated a CPA of ~1/10th the previous agency's performance, utilized geofencing
- Created campaign visuals with photoshop, analyzed performance data with GA4, formed objective-based campaigns
- Crafted compelling brand narratives and engaging content strategies centered around focused storytelling

ADDITIONAL INFORMATION

Technical Skills: SQL, Python, R, CLV Modeling, A/B Testing, Forecasting Models, Data Visualization (Tableau, Power BI), Figma Prototyping, Adobe Creative Suite, GA4

Certifications: HubSpot (Inbound, Outbound, Digital Marketing)

Interests: Corporate Strategy, Product Strategy, GTM Planning, Behavioral Analytics, Economics and Finance