

# TODD DEARBORN

ToddAlexander1109@gmail.com | (703) 655-6584  
linkedin.com/in/todd-dearborn-419714230 • St. Petersburg, FL

## EDUCATION

<b>The University of Texas at Austin – McCombs School of Business</b> <i>Master of Science, Marketing</i>   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	May 2025
<b>Southwestern University</b> , Georgetown, TX <i>Bachelor of Arts in Business</i>   GPA(Major): 3.64 • Double Minor: Communication Studies & Political Science, Collegiate Athlete, SCAC Academic Honor Roll	May 2023

## PROFESSIONAL EXPERIENCE

<b>Strategic Commercialization Lead – FEAM</b> ; St. Petersburg, FL • 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	August 2025 - Present
<b>BAT Home Consulting LLC – Co-Founder/Co-CEO</b> ; St. Petersburg, FL • 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	January 2024 - August 2024

## MARKETING STRATEGY AND ANALYTICS PROJECTS

<b>Marketing Master's Capstone Project</b> – <i>Project leader</i> ; Austin, TX • 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	Fall 2025
<b>Asheville Glamping Company</b> – <i>Project leader</i> ; Asheville, NC Digital Marketing Audit + Strategy Recommendations Capstone • Awarded 1 <sup>st</sup> 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	Spring 2023
<b>The “Business of Food” White Paper: The Growth of Ghost Kitchens</b> – <i>Project leader</i> ; Georgetown, TX 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	Fall 2023

<b>Streamlined Marketing</b> – <i>Founder</i> ; Austin, TX Freelance Google PPC Campaigns for Law firms • Paid media campaigns that generated a CPA of ~1/10 <sup>th</sup> 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	November 2023 – February 2024
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## ADDITIONAL INFORMATION

<b>Technical Skills:</b> SQL, Python, R, CLV Modeling, A/B Testing, Forecasting Models, Data Visualization (Tableau, Power BI), Figma Prototyping, Adobe Creative Suite, GA4
<b>Certifications:</b> HubSpot (Inbound, Outbound, Digital Marketing)
<b>Interests:</b> Corporate Strategy, Product Strategy, GTM Planning, Behavioral Analytics, Economics and Finance